

**Memphis
Wrestling
History
Presents**

1982

A Legendary Year From The Golden Era



Memphis Wrestling History Presents 1982

Mark James

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Introduction

Jerry Jarrett

In many ways 1982 seems like a lifetime ago, yet in a conversation with Mark James the year springs to life like it was only yesterday. We had so many good years in Memphis, but 1982 seems special. I was blessed with being able to work with some of the best talent we had ever known.

A special part of 1982 was the series of matches between Jerry Lawler and Andy Kaufman. I have been given a lot more credit than I deserve for that series. The truth is the whole thing kind of fell in our lap.

Also that year I made the comment that I sure wish I could clone Jackie Fargo because it would make the creative part of my job much easier. This comment became the seed that formed the hottest tag team our area had ever known, The Fabulous Ones.

You really can't talk about 1982 without talking about Jimmy Cornette. Jimmy became one of the best managers ever in this business and more. He had a great mind for this business and excelled in every area he tried.

There are 1,000 stories that make 1982 special, but one that stands out is the Jerry Lawler/Nick Bockwinkel feud. When you book two great talents against each other like Lawler and Bockwinkel, a dummy can look like a genius. Lawler versus Bockwinkel made me look much smarter than I really was.

I was fortunate to have talent that was as good as the business had to offer, but I was equally fortunate to have a wonderful staff. Lance Russell and Dave Brown were the best at conveying our message to the audience. Mike Shields was very good when it came to producing videos. Jerry Lawler, Bill Dundee and Dutch Mantell were not only great wrestlers in the ring, but they were great help with the creative end of our business. History has proven that Jim Cornette and Jimmy Hart were the best managers in the business. I was able to book talent based on their in-ring ability because I knew if they lacked interview skills, my two Jimmy's would speak for them. Eddie Marlin was not only a dependable hand in the ring, he was my right hand on the business side. If I have not mentioned someone, please

forgive me. I know that I was surrounded by the most talented group of people anyone could be with.

As you take this journey through 1982, remember that we all loved every minute of the trip and if we could, I'm sure all of us would go back and travel the same road. Oh sure, the hours were long, the bumps hurt, the hotel beds were not comfortable, and sometimes the food was terrible. We had our tough times, but the memory erases the bad, and all that remains in my memory is the wonderful journey.

Jerry Jarrett

How We Got Here

Mark James

Where do I begin? It has been more than two years since my last book and a lot of things have happened. Everyone seemed to like the last book and couldn't wait for this one to come out. As time continued to pass and this book still didn't come out, anticipation continued to rise. The biggest delay in getting this book completed was—as much as I hate to admit it—me. Many things were going on that kept the book from being completed until now.

When the second book was completed in June 2008, I made a decision to not begin this book until January 2009. Doing these books takes a lot of time and resources, and I wanted time to recover enough where I didn't get burned out on Memphis Wrestling. My wife is also one of the most patient people I've ever known, but even she has her limits. After months of submersing myself in Memphis Wrestling, I needed to give her some quality time back.

Before I knew it, January 2009 was upon me and I started to look at what materials I had, as well as what story I wanted to tell. The first decision that needed to be made sounds simple but was incredibly hard to make. That decision was what year(s) was my new book going to cover?

I mentioned materials, and the ones I had at my disposal made the two finalists for the new book 1977 and 1965-1968. I had an amazing amount of material on these years. Without going into much detail, I had more than 400 pages of programs from each of these two sets. Additionally, I also thought these years had great stories to tell. Without deciding which one to go with, I started scanning images for the book and started e-mailing Jerry Jarrett daily with tons of questions. Jerry was amazingly open with information and was always available to me. He never once told me he wouldn't answer a question. I want to make sure everyone reading this book knows that without Jerry Jarrett's openness and willingness to be involved with this project, there would have been no book.

As I was busy scanning hundreds of pages of programs, I got a call from a friend, Richard Berger. After that call, I ended up helping Richard through

the adventure of self-publishing his first book (on Canadian Wrestling). We basically had no time on that project and that publishing adventure ended up burning me out a little bit. Only a few days after that project was over, there was an unexpected trip to the Cauliflower Alley Club's yearly reunion in Las Vegas in April 2009. I was able to meet wrestling legends like Nick Bockwinkel, Harley Race, Terry Funk, Superstar Graham, etc.

A few months later, Greg Price and his Fanfest 2009 in Charlotte, N.C., decided to honor some of the Memphis boys in their Hall of Heroes. With all the Memphis wrestlers that were attending, it became an event that I could not miss. In attendance at the Fanfest were Lance Russell, Dave Brown, Jerry Jarrett, Jackie Fargo, Steve Keirn, Jimmy Valiant, Jimmy Hart, Bobby Eaton, Dennis Condrey and Jim Cornette. It was a great event and I was able to talk to most of the guys at length. Greg's Fanfests are a must-see for true wrestling fans. He always honors wrestlers from all over the country, not just the Mid-Atlantic territory.

Between the Cauliflower Alley Club reunion in April 2009 and the Fanfest in August 2009, something happened that changed the direction of the book. I was talking to an older guy (Roland Wylie) who was selling off his collection of Memphis Wrestling photos. All the photos were from Memphis in 1982-83, (and had been purchased from Mr. Coffey's merchandise tables at the Mid-South Coliseum). I ended up buying around 100 of the photos and mentioned for him to keep my contact info in case he came across any more photos. I also let him know what I really collected were the Monday night programs that were sold at the matches every week. Roland then let me know he had a whole stack of them. If there's any doubt, Roland got some more money out of me that day. When I got home that night and got to go through my newly acquired program collection, it had approximately 35 programs from 1982 and 30 from 1983. Over the next week, I did nothing related to Memphis Wrestling other than to really go through and look at the programs. I re-educated myself about 1982 and realized how important it really was to the legend of Memphis Wrestling. It became a no-brainer, and I knew 1982 was the book I needed to produce.

Thanks to Roland, I was very close to having all 52 weekly programs from 1982. I looked in my own collection and found four more from 1982, so my total was now at 39. Thanks to the biggest Memphis Wrestling fan in the world, Jim Cornette, I was able to get the final 13 to have a complete

set. Even though I've told you both this many times before, thanks Jim and Stacey!

After summer 2009 had passed, I was spending all my free time scanning and cleaning up the digital scans of more than 300 pages of programs. As that was nearing completion (in fall 2009), another project popped up and it was one I couldn't refuse. Back in August 2009, the seeds had apparently been planted when I had some conversations with Dutch Mantell. One of the things we had discussed was the possibility of him self-publishing and releasing his own book. I had been doing this for a few years already and gave him my honest thoughts on his chances. By our initial conversation I was already a fan of his blog and his stories were remarkably good. I conveyed to Dutch that he had an extremely rare talent that a lot of writers don't have. Dutch can write a story as if he's telling it to you, and Dutch's stories lose nothing in the written form. As a fan of his writings, and wanting to read more myself, I pushed Dutch in that direction and went so far as to offer any of my services he may need to get the book released.

That was that, and while we stayed in touch, I didn't think anything else about Dutch's book, other than wanting to read it when it came out. I had been putting together my 1982 book and interviewing as many of the boys as I could get in touch with. Jim Cornette was coming through with a lot of pictures and things were looking good. That brings us to late November 2009. I was pulling out of the fairgrounds parking lot after attending the monthly flea market and was a mere stone's throw away from the Mid-South Coliseum when Dutch calls my cell phone. It was a quick conversation and by the end of it, Dutch asked if I could help him self-publish his book. As I've said before, what do you do when Dutch Mantell calls you for the hot tag—you take it!

Dutch's book was a wild, wild ride. Ric Gross (also editor on this book) handled the content editing while I, because of my publishing experience, was project lead (timelines, deadlines, etc.), as well as handling the digital editing, (covers, getting the photos, building the digital book and getting it to the publisher). We met Dutch's tight deadline, which I'm still amazed at because we did it in only two to three weeks. No one believes me when I tell them that, but I promise it's a shoot. Our goal was Dec. 15, 2009, and we went live online on Dec 14, 2009. The most important thing for us is the book was loved by Dutch's fans. We heard so much positive feedback from everyone; it made the hectic schedule worth it. Not surprisingly, the book's

reviews were all very positive as well. So much so that it looks like ‘Team Dutch’ will get back together for Volume 2, but that’s a story for another time (and another book.)

When Dutch’s book marketing push finally died down a little, I was able to get back to working on this book. Even though at times this book wasn’t my top priority, I was still interviewing wrestlers every chance I could. I’ve mentioned how the book came together and some of the delays, but there were also some great people that helped contribute to this project as well. In early 2009, I was able to interview former AWA World Champion Nick Bockwinkel. Nick was very gracious and had nothing but wonderful things to say about Jerry Lawler, Jerry Jarrett and the Memphis promotion as well as the promotion’s fans. The re-emergence of Austin Idol was unexpected but welcomed. It was hard at the beginning, but after a few months I was actually able to get him to open up a little bit about his old days in Memphis. Another pleasant surprise has been Jim Cornette. Another person I was able to interview was Memphis announcer Dave Brown. He had seen my last book and was very open about the old days of Memphis Wrestling. I’m thrilled to have his comments included in this book. Next on the list was longtime Memphis referee, Jerry Calhoun. As far as I know that was the first time Calhoun had ever talked about his time in wrestling with anyone on the record, and it was a great interview. I’ve already mentioned talking to Dutch Mantell, but his insights into the behind-the-scenes mechanics of Memphis Wrestling were instrumental in getting a better understanding of the promotion, and are a great bookend to my conversations with Jerry Jarrett. Also in 2009, Steve Keirn was kind enough to start answering questions as well. When you read some of Steve’s statements in this book, you realize how much his time in Memphis really meant to him. Even though he never announced in Memphis, Jim Ross has been around professional wrestling for decades and has seen it all. ‘Ole JR’ was more than willing to give his opinions on Lance Russell, Lawler versus Kaufman, etc.

I know it has been a long wait for this book, but I hope you guys are happy with the final product. As you read this book I hope it becomes as clear to you how important a year 1982 really was for the fans. As I’ve said many times before, it was a great year to be a fan of Memphis Wrestling.

Foreword

Dutch Mantell

When I was asked by Mark James to pen a foreword to this book, I jumped at the chance. I had never met Mark before August 2009 when I called to ask him a few questions about publishing a book. Not only did I get a wealth of information but also made a lifelong friend. Mark is one of the most accurate historians of the Memphis wrestling era that I've ever encountered, and if he doesn't know the answer to a question about Memphis, I doubt many people would. But what I found most endearing about Mark was his passion in preserving an era that is long gone and will never return. Mark and I both share the sentiment that unless that era is documented, it is a story that will forever fade off into the sunset. That's what this book is about.

I lived and performed in that GLORY YEARS era, and speaking solely from a performer's standpoint, it was as exciting for me and the rest of the wrestlers as it was for the fans. Every night was a challenge and every night was a joy to experience. Performing in front of sellout crowds and wild, enthusiastic fans is something that should be experienced by every human being on EARTH. I always had butterflies when I came out through the curtain before my match because I knew I was one of the luckiest people alive to be able to make money doing something I loved. During those entrances and introductions, the feeling was so intense that if medical science could somehow 'bottle and sell that feeling,' they would earn billions. To say it was 'addictive' doesn't do it justice.

The 'GLORY YEARS' of Memphis wrestling extended from the late '70s to the mid-'80s. Sellouts at the Mid South Coliseum were the norm instead of the rarity. The GLORY YEARS era peaked in 1982, which is considered by many to be the greatest year in Memphis wrestling history, and I totally support that theory. That year saw the greatest talent roster in the history of Memphis wrestling, with Jerry 'The King' Lawler anchoring the roster, but with a supporting cast that now looks like a 'who's who' of a Wrestling Hall of Fame. Sometimes rosters happen by accident, but for this roster to somehow assemble itself was an act beyond mere planning.

Whether by accident or by Intelligent Design, God did a favor to wrestling fans in the Mid South, because alongside Lawler (and yours truly, of course) were such ring greats as Bill 'Superstar' Dundee, Jimmy Hart, Handsome Jimmy Valiant, The Fabulous Ones (Steve Keirn and Stan Lane), Bobby Eaton, Dennis Condrey, Dream Machine, Tojo Yamamoto, Kimala, Koko Ware, Jimmy Cornette, et al. Memphis had the talent and the star power to compete.

In addition, 1982 was considered the GREATEST YEAR not only for the record sellout crowds Memphis had that year but for the memorable feuds. The feud between me and Jerry 'The King' Lawler ranks up in the top 5 feuds of all time in Memphis' 45-year history. Andy Kaufman made his initial debut into the Memphis wrestling scene, not only locally but nationally as well, which resulted in a feud that later on Hollywood immortalized in a movie ("Man on the Moon"). Lawler and Jimmy Hart's First Family continued their ongoing confrontations which the fans never grew tired of. The Fabulous Ones were at the peak of their popularity, and personally speaking, I consider them one of the greatest tag teams in wrestling history. Plus with the creative content being controlled by one of the all-time great bookers, Jerry Jarrett, Memphis was the greatest wrestling show on EARTH during that period.

I am honored and pleased that I can write the foreword to this book. Enjoy it. Not only is 1982 gone never to return, but sadly, the eras of great wrestling territories and promotions are gone as well. However, though Memphis' Glory Years might be gone, with the publication of this book and the technology of YouTube, Memphis Wrestling will never be forgotten. It has been close to 30 years but there's one thing in life that never dies... memories. When fans e-mail me and tell me of their Memphis memories, it's with such detail that I know it has been ingrained into their internal hard drives and is delete-free. That's because Memphis Wrestling touched people not only with the storylines but also down deep in their hearts. Memphis Wrestling made you care about the matches and the wrestlers involved. That was the art of the game in those days and sadly, it's an art that's being lost. Memphis may never have had the greatest technical wrestlers of the day, but it had the greatest personalities and performers of any era in pro wrestling.

Memphis, thank you for having me and taking me into your heart. To be honest, I don't know who got the better end of the deal—you, the fans or

me.

Enjoy the book!

Dirty Dutch Mantell

Dedication: To Lance Russell & Dave Brown

In August 2009, Greg Price held his annual NWA Wrestling Legends Fanfest in Charlotte, N.C. One of the highlights of the three-day event was a roundtable discussion featuring longtime Memphis promoter/owner Jerry Jarrett along with announcers Lance Russell and Dave Brown. It's hard to explain the impact that roundtable had on the diehard Memphis Wrestling fans in attendance. As the fans gathered on that Saturday morning, it was a very similar feeling to the way it used to be every Saturday morning in Memphis. The difference was the anticipation was obviously much greater since it had been more than a decade since Lance and Dave had gathered on a Saturday morning to talk about Memphis Wrestling.

The roundtable's moderator was Scott Bowden, and no one could have done a better job. He's as big a fan of Memphis Wrestling as you'll ever find. Scott knows Lance, Dave and Jerry so the discussion was a joy to watch.

As the discussion started, Lance Russell talked about those old Memphis angles and stories with the same zeal he showed on all those Saturday morning shows a quarter of a century ago. Fully realizing that all those Saturday mornings he and Dave shared are but a thing of the past, when you hear Lance talk about the famous Tupelo, Miss., concession stand brawl today, he's just as animated as he was when he told the fans about it the first time 30 years ago. Seeing his energy, it's hard to believe that Lance is an 83-year-old guy.

On stage, right beside Lance, was his longtime broadcasting partner, Dave Brown. Seeing Dave beside Lance was the way I will always remember them. For nearly 30 years Dave Brown was right there, beside Lance Russell every Saturday morning. Like Batman and Robin, or maybe a better description would be, like peanut butter and jelly, these two men were meant to be side-by-side. Be it talking about the matches, joking at the wrestlers expense, or selling the angle of the week, they did it as a team, week in and week out.

As the roundtable continued, Dave was able to speak as well and he really opened up to the fans. He took us on a wonderful walk down memory lane, be it talking about Jimmy Hart, Tojo Yamamoto, Jerry Lawler or Andy Kaufman. Regardless of which person he brought up, the one thing that was evident was Dave's love of Memphis Wrestling. If the fans think this was just a job to Dave Brown, then they are completely wrong. It was a very important part of his life and something that he's proud to have been a part of. On a personal note, I do have to admit hearing Dave Brown use the words 'Shoot' and 'Over' in the proper wrestling context did put a smile on my face.

The third and final person onstage at the roundtable was Memphis promoter/owner Jerry Jarrett. Jerry's inclusion at the roundtable was the perfect complement to Lance and Dave. Jarrett's always known the magic that was the team of Lance Russell and Dave Brown. All the fans that were in attendance were hanging on every word out of their mouths, including Jerry Jarrett. The only way to describe the event is that it was like going home to a family reunion of relatives you had not seen in 15 to 20 years and they all picked up right where they had left off.

As the clock ticked on, it got closer to noon and just like when I was a kid watching the old Saturday morning shows, the roundtable's time was up and it was over. I found myself wanting more. As I walked away from the roundtable, despite having meetings with Jimmy Valiant and Jim Cornette awaiting me, what kept going through my mind the rest of that day was that Memphis Wrestling really is gone. Worse is that it has been gone for a long time. While there have been other Memphis Wrestling shows, they were without Dave and Lance, and it's just not the same.

Here are some thoughts on Lance and Dave from the people who knew them.

Jerry Jarrett *"In my opinion, Lance and Dave were the most important factor in the success of the Memphis promotion. In many ways they were the directors of the drama I wrote. Oh sure, I directed behind the camera, but they had to take over as soon as the camera began rolling. They were not only the on-air directors of the show; they were also the leading actors simply because they were involved in every minute the show was on the air."*

Jim Ross *"Lance Russell is one of the classiest men I have ever had the privilege of meeting in my 35-plus years in the wrestling business. Lance*

always brought class and professionalism to his profession and his mere presence on the Memphis Wrestling TV show made it be perceived in a more positive way. The success of Memphis Wrestling over its long tenure can be contributed to many people but none more than Lance Russell. Lance was the anchor of the program, appeared in essentially every segment of every show, and had the skills to connect with the viewer and encourage them to make an emotional investment in the product. Lance's natural delivery and timing helped many wrestlers become stars. I never knew Dave Brown but I never heard one person speak poorly of him, and his chemistry with Lance was obviously stellar. Lance Russell and Dave Brown were the most successful tag team in Memphis Wrestling history."

Dutch Mantell *"Great announcers! They weren't like announcers today because they didn't have a color man. They were both the straight guy. You couldn't do it like that today. Back then it was handled like there was a possibility of it all being real. The Lawler-Kaufman thing is a great example of that. The fans thought it was real. When they let the cat out of the bag, people were actually disappointed."*

Austin Idol *"I grew up with Gordon Solie and worked with him in Florida and Georgia. With Gordon announcing and if you were a credible wrestler, everything was elevated resulting in more money for all. Gordon spoiled many guys, myself included. If the TV announcer wasn't that into the credibility thing, it made it difficult to draw big money. That was always an issue with me in many areas I worked. Lance was on my very short list of great announcers, which ain't bad!"*

Jimmy Valiant *"Lance Russell and Dave Brown didn't worry about themselves becoming big TV celebrities. That happened naturally. Lance and Dave were there to get the boys over. That was their job and they did it well. Lance Russell was the greatest TV wrestling announcer that ever held a microphone."*

Steve Keirn *"Lance and Dave did a tremendous job for Memphis Wrestling. They kept the fans into the show and always had interesting commentary. When I close my eyes on a quiet moment I can almost hear Lance saying "Wow" as Lawler pulled his strap off his shoulder and started fighting back from underneath and finishing off Austin Idol. It was an honor to wrestle for them back in Memphis."*

Jim Cornette *"Lance and Dave WERE the Memphis TV show in a lot of people's eyes. When Jarrett moved to WMC when he split from Gulas,*

and Clay Conrad and Bob Young showed up on TV one Saturday here in Louisville, I immediately called Kenny Bolin and we spent the hour saying 'They CAN'T do studio wrestling without Lance and Dave!' Lance was the voice, the face, the credibility, even the NOSE of Memphis Wrestling, and Davey was the perfect sidekick, friend and little buddy—you felt they were best friends and wouldn't ever lie to each other, so when they expressed an opinion to the other about a heel or a match, you believed it 100 percent. Dave was important, no doubt, but Lance was the key—his personality, longevity, and that voice playing in your head during your memory of every great wrestling moment you ever saw made him the Walter Cronkite of wrestling. You trusted him more than anyone else."

Tim S. Dills "Memphis wrestling was an amazing yet complicated show...bright lights, colorful personalities, wild action. Somewhere in all that mix the whole spectacle got tied together by taking all that was happening and bringing it down to the level of the fan. Lance Russell and Dave Brown possessed the ability to do this consistently as a team."

"A lot of things come to mind when thinking about Memphis wrestling..Sputnik Monroe's diamond rings and Cadillac's, Jackie Fargo's strut and Jerry Lawler's crown. The contribution of Lance Russell and Dave Brown to the history of Memphis Wrestling through their golden voices is just as memorable, valuable and enduring."

Tommy Gilbert "Lance and Dave were what made Memphis Wrestling great. Both of them took it seriously and put the boys over. They made it real."

Who better than Lance and Dave to tell you about each other?

Lance Russell "I don't have time to tell you all the good things I know about Dave. The 'bad' would take no time at all because I don't know any. Dave Brown is one of the truest, most honest guys I know. When Dave tells you something, that's it!"

Dave Brown "Lance and I have known each other since 1964. As we talk that's 46 years. He has been my co-host, my teacher, my boss and my friend. He has been in all of those roles for me in those 46 years and in all that time, I tell people this, you'll hear me say this many times, but there has never ever been a bad word between us. That is incredibly rare in this world. That's how I feel about Lance Russell. I just cannot say enough good things about him. I cannot thank him enough for my wrestling career, but

also my television career. Not only did Lance give me my shot on wrestling, he also gave me a shot as a full timer on regular television.”

What else can you say but thanks? Lance Russell and Dave Brown lived and breathed Memphis Wrestling. They held it in their hands and molded it. They protected it. Every Saturday morning they were there to lead us through the action. They helped it take off like a wildfire, they defended it when needed and most importantly they made us all care. So much of the promotion's success is a direct result of their efforts. I think Jim Cornette said it best when he mentioned that all of our wonderful memories from the old days of Memphis Wrestling have Lance and Dave's voices attached to them.

The bottom line is for nearly three decades Lance Russell and Dave Brown were the heart and soul of Memphis Wrestling. For all of the reasons listed here and so many more, this book is dedicated to both of them. Thanks for all the amazing memories we have and thanks for all those Saturday mornings you allowed us to watch.

Kayfabe: How To Read This Book

Mark James

As you get ready to read this book, there are a couple of wrestling terms you may need to know. Most of you reading already do know them, so for the casual wrestling fans out there that don't, here we go.

The first two words are 'babyface' and 'heel.' These terms are used to describe whether the wrestler is a 'good guy' or 'bad guy.' These two are fairly easy to understand. Babyface might sometimes be shortened to 'face.'

The next word is 'work.' A 'work' is when a wrestling angle or storyline has been planned and executed. As an example, Jerry Lawler and Andy Kaufman had already talked about how Lawler was going to slap the taste out of Andy's mouth on the David Letterman show. With this in mind, the whole Letterman appearance was a work (though no one at NBC, including Letterman, knew about it).

Another word you may read about is 'shoot.' In the simplest terms, a 'shoot' is something that is real. An example of this would be if a wrestler has a female valet and on TV they tell the fans they are a couple. If they are only a couple on TV, that is a work. If they really are a couple off-air, then that is a shoot. Another way to use the term is to describe a real fight between two wrestlers. A great example of this is when Bill Dundee and Randy Savage got into it at a gym in September 1982. The story is in this book, but the two of them did legitimately have a shoot fight.

The last term I want to explain is 'kayfabe.' Kayfabe is a lost art. It means that you will do whatever it takes to keep the illusion real. The illusion for decades upon decades was that professional wrestling was real. The truth was wrestling was predetermined and carried out by some of the most amazing athletes the world ever saw. Even though it was predetermined, don't call it fake. You cannot fake a chair shot to the head.

Kayfabe meant you do nothing to expose wrestling as fake. Kayfabe ruled the entire sport, all over the world. It was so strict that back in the day, good guys and bad guys were not allowed to ride in the same car or share a hotel room. They could not even eat at the same restaurant together. In 1977, Memphis referee Jerry Calhoun was actually fired for letting Mike

Stark (a heel) and Paul Orndorff (a babyface) ride back to Memphis together in his car after a match in Dyersburg one Friday night. Today, kayfabe is gone. There is no illusion to protect anymore. Killing the illusion did make it easier in the short run for promotions (no more having to deal with local and state athletic boards, licensing, etc). In the long run, however, it soon became harder for the local promotions and later for the national promotions to attract new, younger fans while maintaining their existing fan bases.

Ok, with all of that said, here's what I'm trying to explain. In this book I've attempted to document the cards, matches, results and feuds that took place in Memphis during 1982. All of these were 'works' and are what the fans watched every week on TV and at the Mid-South Coliseum. Because of kayfabe back in the day, most of the 'behind-the-scenes' stories could not be told. In this book I've tried to give you behind-the-scenes info, stories, reasons why, etc., on what was really going on in the promotion. These shoot stories are many times firsthand accounts from the men who were involved or there. My attempt is to try and give you as in-depth a snapshot of 1982 Memphis Wrestling as is possible in 2010 (28 years after the fact).

In giving you guys that snapshot, I have to address the programs, I love having them in the book. When I ran my initial idea for this book by Jerry Jarrett, I told him how important the images of those programs would be to its success. He agreed and gave me whatever permission I needed to use them. As important as the photos are in this book's stories, the programs take you back to those Monday nights at the Mid-South Coliseum.

Speaking of the programs, I did want to let everyone know that while all are here, some are not complete. Some had such severely damaged pages that even Photoshop could not fix them. Also, because of page limitations of the publisher, I intentionally left a few minor pages out as well.

There you have it. All you have to do is turn one more page and your journey back to 1982 will start. Up to this page, it's all been about getting you ready for the ride. Now the real fun starts.

Ok, final disclaimer—this is a book about professional wrestling so please don't take it too seriously, and remember to have a little fun with it! Is everything 100 percent accurate in these pages? No, but myself and everyone who has agreed to be interviewed, written e-mails, donated pictures, etc., has strived to tell the factual story of 1982 as best as they can

remember it. Everyone involved wants the story of Memphis Wrestling preserved accurately and I sincerely hope this book is close to that.

Feel free to send me your questions, comments, etc. I'm usually always pretty accessible through my Web site, the Facebook page, e-mail, etc.

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**“In the ring we had a new stage out there
every night.**

**We could use comedy, violence and
psychology to get
our story across... And we did.”**

Dutch Mantell

•

Chapter 1: Jan. 1982

Nightmare and Speed Causing Havoc

All around the promotion, Nightmare and Speed were causing a commotion. For those not familiar with Nightmare and Speed, you have to go back to summer 1981 when the Nightmares were a heel team wreaking havoc in the promotion. Even though by wrestling standards they were looked at as undersized, they were extremely talented ring technicians with amazing speed. That speed and style can be looked at as innovative for the time. It had a heavy influence from the Mexican style of wrestling known as 'Lucha Libre.' This style was not well known in the states at the time and would not be for more than a decade. In addition, they were masked and looked the same—making it very easy for them to take a few shortcuts in the ring. Just a few months later, after a very entertaining series of matches with Rick and Robert Gibson, Nightmare II (Ted Allen) got pinned in a 'loser-of-the-fall-leaves-town' match, and the Nightmares were now the Nightmare (Danny Davis). Jimmy Hart already had an answer for this setback and Speed (Ken Wayne) immediately replaced Allen. On the first card of September 1981, Nightmare and Speed were off and running.

Ken Wayne *"Danny (Davis) and Ted Allen were the Nightmares and I think I came back from California to be Speed at the end of August or September 1981. Ted Allen had lost a 'loser-leaves-town' match and I came in the week after. May have been July but I sure didn't think so. I was Speed, with the pony tail, and Danny was the Nightmare."*

Ricky and Robert Gibson

Ricky and Robert Gibson were a fan favorite tag team in the Memphis promotion. Older brother Ricky was extremely popular in Memphis and much of that was tied back to a series of matches that happened nearly a decade earlier. In 1974, young heel Jerry "The King" Lawler was in a huge feud with his mentor, the Fabulous One, Jackie Fargo. These battles are looked back on as the veteran Fargo passing the torch to the young Lawler. Fargo sustained an injury in the middle of this angle and was out for a few months. Promoter Jerry Jarrett acted quickly and plugged a young kid, Ricky Gibson, into the mix. Ricky came out and took up Jackie Fargo's

fight. The story told to the fans was that Lawler hurt Fargo in the ring and Gibson wasn't going to stand for it. No one gave Gibson a chance, so when he got a win over Lawler, the fans soon loved Ricky. Add to that the fact Jackie Fargo started to be in Ricky's corner during his matches against the King and the fans ate it up. Ricky was known for his temper in the ring and whenever his anger gauge went into the red zone, he would go ballistic.

Just like Ricky got that initial 'rub' from Jackie Fargo, Robert was accepted because he was Ricky's brother. The younger Gibson had started wrestling in 1977, and for the first two years had been looked at as an up-and-coming fan favorite. In 1979, the Gibson brothers teamed up for the first time in Memphis and they were always loved by the Memphis fans. While Ricky was looked at more as a hothead, Robert was looked on as the cool and collected younger brother.

Midnight Express

Most fans are aware of the 1984 version of the Midnight Express that started in Bill Watts' Mid-South promotion. That version of the Express consisted of Dennis Condrey and Bobby Eaton along with manager Jim Cornette. In 1981, the original Midnight Express consisted of Dennis Condrey, Randy Rose and Norvell Austin when they showed up in Memphis. The team consisted of three interchangeable members. At the beginning of their matches, the trio would decide which two were going to wrestle as a team and the remaining third member would be in their corner as a manager. These three guys quickly moved up the local rankings to be one of the most hated teams in Memphis in January 1982.

As 1982 began, the Express were feuding with Rick and Robert Gibson. The Gibson's at this point were in the middle to upper tier of the Memphis Wrestling scene and were well established. The Gibson brothers had even held the Southern tag titles a few times by this point.

The first card of the month saw the Gibson brothers get a DQ win over the Express. On Jan. 11, Ricky and Robert actually got the pinfall against the hated Express. The third card of January saw Ricky and Robert Gibson team up with Rick Morton to battle all three members of the Midnight Express—Dennis Condrey, Randy Rose and Norvell Austin. The Express were a strong six-man team and pulled out the win over the fan favorites.

The truth is, the Midnight Express were a new team and one quickly moving up the ladder. While very popular, the Gibson's already had some great runs on top of the promotion and were moving down the ladder. By

the last card of the month, the Midnight Express had moved on to a feud with the Southern tag team champions, Bill Dundee and Steve Keirn.

Bill Dundee and Steve Keirn: Southern Tag Team Champions

Bill Dundee had been in the Memphis promotion since 1975 and was considered its No. 2 guy behind Jerry Lawler. Even though he came into the territory as a heel from Australia, Bill quickly became known as the 'Superstar' and was a huge fan favorite.

Bill's current partner, Steve Keirn, was known for an equally long and similar run in Eddie Graham's Florida territory. This was followed by a great run in the Atlanta, Ga., promotion. In summer 1981, Steve's Atlanta run ended and he was brought into Memphis by Jerry Jarrett. When Keirn arrived, he was soon placed in a tag team with Bill Dundee. This move was a normal one in old school wrestling territories throughout the country. The theory was to put an established fan favorite wrestler with a new guy in a team. The fans see that Dundee has taken this new guy on as his partner so therefore that must mean Keirn is an OK guy. With Dundee's apparent approval, the fans will hopefully transfer some of their cheers to Keirn. The promoter hopes some of the popularity 'rubs' off of Bill Dundee and transfers to Steve Keirn. Dundee will lose none of his popularity but Keirn will quickly gain some with this jumpstart in the promotion.

Bill Dundee and Steve Keirn won the Southern tag team titles back in November 1981 by defeating a pair of Jimmy Hart's First Family members, Stan Lane and Sweet Brown Sugar (Koko Ware). As 1982 started, the tag champs were already in a feud with Hart's Cuban & Iranian Assassins. Keirn and Dundee lost a non-title match to the Assassins on the first card of the month.

On Jan. 11, Bill Dundee and Steve Keirn teamed up with Jerry Lawler to take on the Cuban and Iranian Assassins, with their third partner being manager Jimmy Hart. The fan favorites cleaned house here and the feud was over.

With the Cuban and Iranian Assassins out of the way, the tag champs gave Nightmare and Speed a shot at the titles. Even with their speed, the masked guys were no match for Dundee and Keirn.

Next up for Dundee and Keirn were the Midnight Express, fresh from a successful feud with Rick and Robert Gibson. The last card of January saw Bill and Steve defeat the Express in a Southern tag team title match. This

was the first of many matches between these two teams, as things would soon heat up.

The King Reigns Again

The years 1980-81 were a pivotal time for Jerry Lawler and the Memphis promotion. The King went down in January 1980 with a badly broken leg sustained in a pick-up football game and was out of wrestling for almost a full year.

Jerry Jarrett on Lawler *“I was very angry at Lawler over the broken leg. I had cautioned Jerry more times than I can remember that the entire promotion was built around him and that his playing football, especially unorganized football, was very dangerous. Lawler paid my advice no attention and of course he did break his leg.”*

Jerry Calhoun on Lawler *“I was the one that broke Jerry’s leg back in January 1980. That Sunday was like all the others, in the winter we always played football together. There were only six of us there and we were just messing around until more guys showed up. It was a three-on-three game of football with me on one side and Jerry on the other. Jerry got the ball and was running an end around and was running down the sidelines. I ran over to tackle him and as we came together I decided to do a body block to make sure I got him down. Well, that was the first time Jerry had worn a new pair of cleats and apparently his foot got stuck in the ground so when I hit him, his body moved and his leg didn’t. Everyone on the field said they heard a snap. I had broken both bones in his lower leg, the tibia and the fibula. Needless to say Jerry Jarrett was mad. Jarrett had always told Lawler that he didn’t like him playing the sport because he was going to get hurt.”*

When you look at January 1980 and realize that Lawler was the promotion’s top star, a broken leg is a big problem. Imagine your favorite football team losing their prized quarterback or your favorite baseball team losing their all-star hitter. Promoter and owner Jerry Jarrett had to act quickly and decided to build the promotion around the highly untested and unused manager of Jerry Lawler, Jimmy Hart. Jarrett used the negative of the Lawler situation as a positive and every chance he could had Hart put Lawler down as a ‘has been.’ Jimmy would tell the fans Lawler was gone and would never be back. Throughout 1980, Jimmy Hart would hold new crownings on the Saturday morning show to declare the ‘New King.’ One Saturday morning it was Paul Ellering being crowned the new King. A few months later it was a heel Jimmy Valiant being crowned the new King. This

infuriated the fans. As Lawler slowly healed he would show back up on the show occasionally, but would not be able to get his hands on Jimmy Hart, who continued to run crazy in the promotion. Jarrett's plan worked and the yearlong anticipation built up so that the stage was set for the King's return in 1981.

Upon his return, Jerry Lawler would start arguably the biggest feud of his career against—of all people—his former manager, Jimmy Hart. A healthy Lawler returned to the ring on the last Monday night card of 1980. The King then spent the entire year of 1981 waging a war against Jimmy Hart and his First Family. Jimmy's 'First Family' was in a constant state of flux and you never knew who was in it. During 1981 all of the following were recruited by Hart to go against the King: Dream Machine, Hulk Hogan, Terry Funk, Dory Funk Jr., Jack Brisco, Joe LeDuc, Austin Idol, Jimmy Valiant, Kevin Sullivan, Crusher Blackwell and more.

As 1981 drew to a close, the King had beaten down the attacks of Jimmy Hart and fought just about every type of match one can think of. One 1981 feud in particular stood out and it was when the King went to war with Terry Funk. This feud between Lawler and Funk was one of the most brutal and bloody the fans had ever seen to this point. It was so intense that it crossed promotions when Jerry traveled to fight Terry in his home territory of Florida.

With 1981 and the broken leg behind him, Lawler had regained his spot as the top dog in the promotion, at least in the fans eyes. The only issue left, he felt, was that he did not hold either of the promotion's wrestling titles, more importantly 'his' Southern heavyweight title.

Dirty Dutch Mantell

At the start of 1982, Jerry Jarrett's territory had two titles—the Mid-America title and the Southern heavyweight title. In January, Dutch Mantell was the holder of both belts, which at that point had not been done before. Dutch was a huge babyface at the time and was always with his cowboy hat and bullwhip, the latter aptly nicknamed 'shoo-baby.' The fans had really gotten behind Dutch and his push as champion had been going on for a few months.

In the late 1970s, Dutch had made a name for himself in the Nick Gulas Nashville promotion. Mantell's feud there with a young "Macho Man" Randy Savage is still talked about to this day and helped put both men on the map in the professional wrestling world. By early 1981 Dutch rolled

into Memphis along with tag-team partner, Austin Idol. The heel team were listed as the CWA World tag team champions. As he had been known to do in the past, within a few weeks Austin Idol faded away. Dutch, however, stayed around. By April 1981, Mantell had turned into a fan favorite after getting into a battle with the hated Japanese team of Masa Fuchi and Mr. Onita and their manager, Tojo Yamamoto.

With Jerry Lawler locked in a seemingly never-ending feud with Jimmy Hart's First Family, Dutch was able move up the ladder, and by the beginning of October he had secured the Mid-America title after battling with fellow fan favorite Steve Keirn. Next up was series of matches with the Southern heavyweight champion, Dream Machine. Dutch defeated the heel Southern champ and took the title. By November 1981, Mantell reigned supreme over the Jarrett promotion's singles division by being the owner of its Mid-America and Southern titles. Dutch reigned as dual champ over the Memphis territory for the final two months of 1981.

Dutch was definitely a unique guy. Most fan favorite wrestlers like Jerry Lawler and Bill Dundee were quick to have a close relationship with their fans; you know, kiss the babies and shake hands, hug the girls, etc. Dutch adopted more of a lone wolf attitude and was definitely standoff-ish. Dutch had a simple philosophy—if you liked him, cool. If you didn't, that was fine with him as well. He really didn't care. You've got to remember that just a decade later, Dutch Mantell would be the guy who named and mentored wrestling's ultimate lone wolf in Stone Cold Steve Austin. When watching old videos of Dutch's matches and promos, you can see how Dutch influenced that young Texas rattlesnake. Austin was only one of many future wrestling superstars who graduated from the 'University of Dutch.'

Jerry Jarrett on Dutch *"Dutch went to Puerto Rico with a promotion and took them to the level of premier promotion in Puerto Rico. That company failed to keep their promises regarding compensation to Dutch so he took his ability to the other company, and in a short time this company unseated its rival and became the top promotion on the island. Dutch has many facets and I'm happy to call him my friend."*

Dutch started out 1982 with a 'no time limit, no DQ' match with Sweet Brown Sugar. Sugar was managed by Jimmy Hart and previously was known as Koko Ware before a heel turn in 1981. These two had fought on the last card of 1981, but due to Jimmy Hart's interference, Sweet Brown Sugar had been disqualified. To make matters worse for Dutch, after the

match, Sugar and Hart had been able to give the champ a beat down. Dutch was not happy about that. In this rematch Dutch got the win, but revenge escaped him as Sugar's tag-team partner, Stan Lane, joined into the fray after the match and gave the champ a three-on-one beat down this time.

This led Dutch to call in Don Anderson to come team up with him against Sweet Brown Sugar and Stan Lane. Anderson had been around the Memphis promotion six to eight years earlier but was not well known to the fans in 1982. Due once again to Jimmy Hart's meddling, Dutch and Don came out on the short end of the stick and lost.

Jerry Lawler versus Dutch Mantell: The War Begins

The build-up was complete and the inevitable finally took place when Jerry Lawler challenged Dutch Mantell for the Southern title. The King, as well as a lot of his fans, considered the Southern heavyweight title his property. Jerry and Dutch each had their supporters, but the unique thing with this feud was both wrestlers were still fan favorites. The Memphis promotion had a long history of the matches featuring the traditional 'good guys versus bad guys,' and the lines had always been very clear.

Dutch Mantell On Lawler Feud *"That feud was actually planned in November 1981. I was the Mid-American champ at the time when they put the Southern belt on me. I was a dual champ. No one had held both belts at the same time in Memphis before. I remember Jerry Jarrett laying the ground work because I had a two-month reign as champion before Lawler and I finally got into it. Up to that point I would talk about beating everybody. I was the champ and could do that. Then I'd go out there and back it up. That helped build up the anticipation of the eventual matches with Lawler. Jerry and I both worked babyface through that feud, which was pretty rare for Memphis. We were able to get away with that because we didn't fight each other every week during those three months. The people couldn't get fully behind the one babyface, because there were two of us. I had the fans convinced I was a tough SOB and Lawler owned Memphis, so when you put us both together we split the crowd. I went to the ring and half the crowd was for me. Lawler would come out and half were for him. It amazed me and it also amazed Lawler and Jerry Jarrett. It was the first time it happened in Memphis, even with the great Lawler-Dundee matches, the babyface always had the crowd behind them 100 percent."*

The first Southern heavyweight title match between the two titans happened on Jan. 18, 1982. Surprisingly, Jerry Lawler got the quick win

and the Southern belt back around his waist. Next Saturday morning's TV show had Lawler acting like since he had the belt back, that Dutch was a one-and-done and he was moving on. Dutch came out and told the fans that he didn't care what Lawler said because he wasn't done with the King yet. They might not have another match lined up right now, but he was not going away.

Dutch was telling the truth and wasn't going anywhere. Promoter Jerry Jarrett continued the slow build of this feud and resisted the temptation of having Lawler and Mantell going at it for three to four weeks in a row. The best matches between these two warriors were still yet to happen. So often today it seems that there is no build up for feuds. Think about Jerry Jarrett pushing Dutch for two whole months as dual champ, before the beginning of the feud with Lawler, just to build up the anticipation of the series of matches. Sadly, that's unheard of today.

Jimmy Hart & His First Family

A new year found Jimmy Hart still running wild in the Memphis promotion. Even though he had come up short in his year-long quest to get Jerry Lawler out of wrestling, the 'Mouth of the South' was just as persistent, aggravating and despised by the fans as ever. The thing that helped Jimmy Hart maintain his elevated status was that his stable of wrestlers, known as the First Family, had a constant changing band of players. January 1982 saw the team consist of Stan Lane, Sweet Brown Sugar (Koko Ware), Bobby Eaton, the Iranian & Cuban Assassins, Dream Machine (Troy Graham), Nightmare (Danny Davis) & Speed (Ken Wayne). By the end of the month, this stable would change.

Earlier Jerry Lawler's broken leg was mentioned. Jimmy Hart was the clear winner of that situation, and by 1982 he had two full years on his own (and in front of the camera), and his position was cemented in Memphis Wrestling as its most hated performer. With the exception of Lance Russell and Dave Brown, no one in the Memphis Wrestling promotion had more on-air time on the Saturday morning show than Jimmy Hart, and he made the most of it.

While January started on a positive note for Jimmy Hart and his First Family, the end of the month would prove a little rougher. Stan Lane found out that Jimmy Hart wasn't 'investing' his money, but in fact stealing it. This set off a feud between Stan Lane and many members of the First Family. On the last card of the month Stan Lane teamed with longtime

Memphis fan favorite, Robert Gibson, to get a hard-fought victory over the Cuban and Iranian Assassin. February would see Stan Lane solidify his role as a fan favorite as well as deal with Jimmy Hart and members of the First Family.

Around the Promotion

When you look at the talent that was on the undercards, it's no surprise how popular the Memphis promotion was. Guys like Ricky Morton, Bobby Eaton, Dream Machine, Roy Rogers (Johnny Rich), Tojo Yamamoto, Stan Lane, Ric McCord, etc., filled out the undercard of matches. Some of these guys were already established while others would go on to great careers in the sport. It's easy to see why the Memphis promotion is still talked about today as one of the greatest talent pools professional wrestling ever saw. The bottom of the card was having matches like Rick Morton going up against Bobby Eaton, Morton and Tojo Yamamoto against Nightmare and Speed, even Stan Lane against Dutch Mantell.

It was a new year and by the end of January, the battle lines were already set in motion. Bill Dundee and Steve Keirn had started their feud with the Midnight Express. The babyface feud between Jerry Lawler and Dutch Mantell had already seen its first battle. With neither of these feuds having Jimmy Hart's involvement, Stan Lane would become the wrestler in his sights.

Tag Teams Galore

By the end of 1982 Memphis would become a hotbed for tag-team wrestling. Major teams were formed throughout the year and that trend continued well into 1983. Some of the teams in January were Nightmare and Speed, Rick and Robert Gibson, Steve Keirn and Bill Dundee as well as the Midnight Express, who were already on the scene and had formed back in 1981 or earlier.

Before the end of the year, the fans would see many more good tag teams, babyface and heel. That list includes The Fabulous Ones, The Shepherders, The New York Dolls, Bobby Eaton and Sweet Brown Sugar, Jerry Lawler and Dutch Mantell, Stan Lane and Ron Bass, Steve Keirn and Terry Taylor, Dream Machine and Jim Mitchell, Jerry Lawler and Bill Dundee, Steve Regal and Spike Huber and many more. In 1983, even more amazing teams would form.

How did Memphis become such a tag team creating machine? That's a hard question to answer. The roots of Tennessee wrestling can be traced to

the northwest corner of the state. Located near the city of Dyersburg, Tenn., there was a farm that was the family home of the Welch's. The Welch family became synonymous with wrestling in the south. The family consisted of brothers Roy, Lester, Herb and Jack, along with the sister, Bonnie. All of these family members were involved in professional wrestling for most of their lives. While not the originators, the Welch's were innovative proponents of tag-team wrestling and had taken it to a new level in the 1930s and '40s. When the family began running their own shows in the 1950s, some of the cards only had tag-team matches on them, no singles matches.

Back in those early days of professional wrestling as we knew it (1900-1950), not all promotions liked tag-team matches. Legendary St. Louis wrestling promoter and perennial NWA president, Sam Muchnick, was not a fan of tag matches. While not banning them, he did go so far as to never have tag titles in his Missouri promotion for the decades he owned it.

Eventually Roy Welch formed a partnership with Nick Gulas and they ran middle and east Tennessee wrestling and had ties all the way down to Florida and the Gulf of Mexico. In the 1950s, Welch and Gulas took over the Memphis end of the promotion as well. By the 1960s, Jerry Jarrett started watching and learning the ropes of the wrestling business from Roy Welch. It's an understatement to say that Roy Welch played a huge part in Jerry's early training and success. Without Roy Welch, there would have been no Jerry Jarrett in professional wrestling.

What should also be taken into account is the amazing talent pool Memphis had built up by 1982. When Jerry Lawler broke his leg and was out for the entire year of 1980, a lot of existing talent had to step up. Jerry Jarrett also brought in new, young talent to fill the void. The guys who couldn't cut it were let go pretty quick. The ones that excelled were given tons of work. This group of young wrestlers continued to get better and better. When Lawler returned in 1981, the wrestlers that stuck around were: Bobby Eaton, Ricky Morton, Dutch Mantell, Dream Machine, Koko Ware, Robert Gibson, Danny Davis, Ken Wayne and Carl Fergie. Later in 1981, Jerry Jarrett added even more quality wrestlers to the fold with Steve Keirn, Stan Lane, Dennis Condrey, Norvell Austin and Randy Rose. There were so many accomplished wrestlers in the mix that the only way to get all of them airtime was to double some of them up into tag teams. As they say, 'Invention is the mother of necessity', and too many singles wrestlers

pushed the need for more tag teams. Promoter Jerry Jarrett knew his talent and their abilities. He used his exceptional booking ability to get these guys over as tag teams. The rewards were seen every week in Memphis. The pinnacle of this effort happened in October 1982, when Jarrett created lightning in a jar by forming The Fabulous Ones.

Whether it was the area's long tradition of tag-team wrestling, necessity or something totally random, the truth is 1982 was a year where all the stars aligned in Memphis and tag teams were the hottest thing going. That tag team trend would continue until the end of 1983.

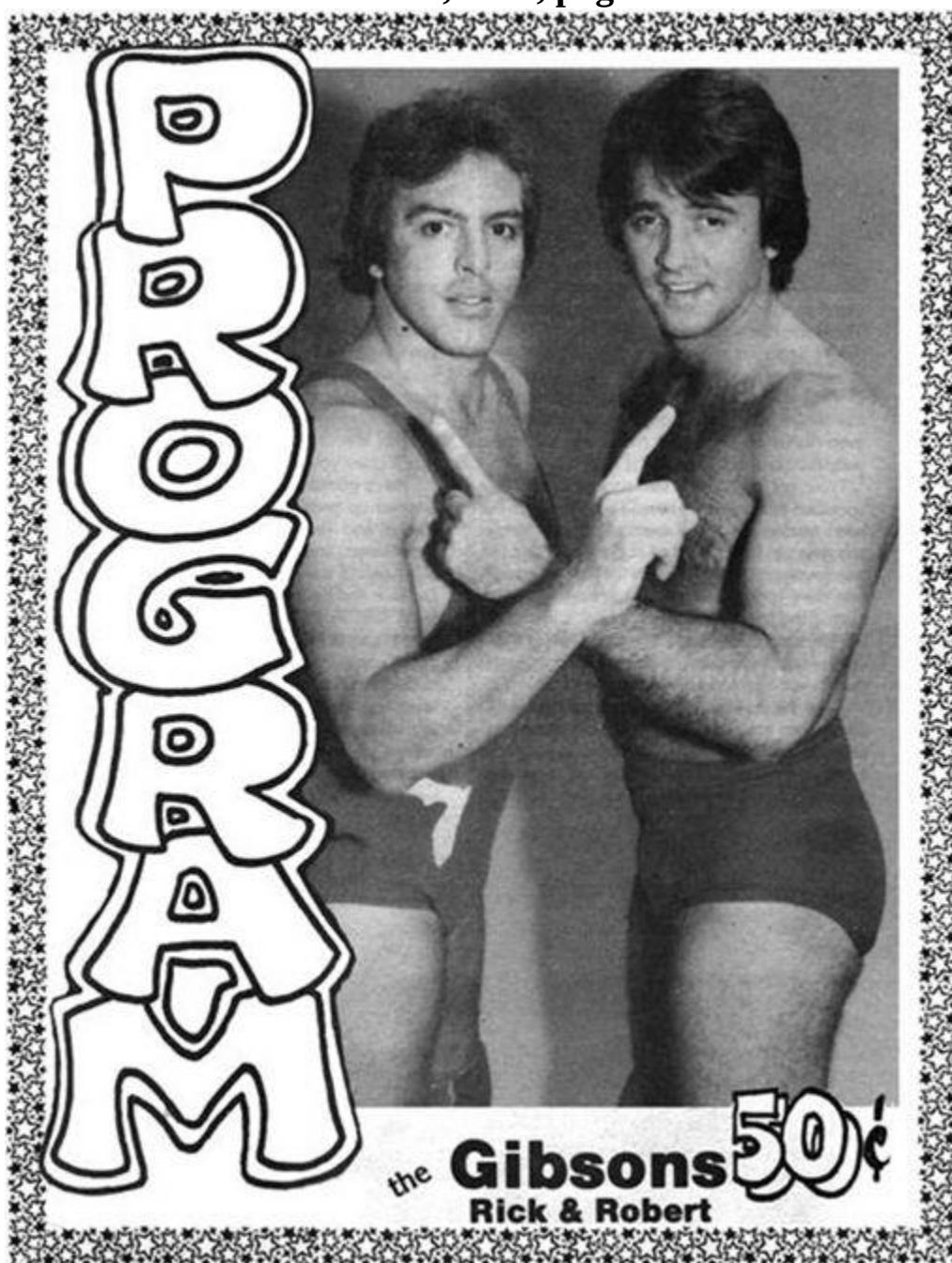
January 1982 Jarrett Promotion Schedule

- - Fri Jan 1: Idle
 - Sat Jan 2: Memphis TV & Nashville, TN
 - Sun Jan 3: Louisville, KY
 - Mon Jan 4: Somerville, TN
 - Tue Jan 5: Memphis, TN
 - Wed Jan 6: Evansville, IN
 - Thu Jan 7: Lexington, KY
 - Fri Jan 8: Forest City, AR & Tupelo, MS
 - Sat Jan 9: Memphis TV & Nashville, TN
 - Sun Jan 10: Jackson, TN
 - Mon Jan 11: Memphis, TN
 - Tue Jan 12: Louisville, KY
 - Wed Jan 13: Evansville, IN
 - Thu Jan 14: Halls, TN
 - Fri Jan 15: Batesville, TN
 - Sat Jan 16: Memphis TV & Nashville, TN
 - Sun Jan 17: Idle
 - Mon Jan 18: Memphis, TN
 - Tue Jan 19: Louisville, KY
 - Wed Jan 20: Evansville, IN
 - Thu Jan 21: Hornsby, TN
 - Fri Jan 22: Winslow, IN
 - Sat Jan 23: Memphis TV & Campbellsville, KY
 - Sun Jan 24: Idle

- Mon Jan 25: Memphis, TN
- Tue Jan 26: Louisville, KY
- Wed Jan 27: Evansville, IN
- Thu Jan 28: Nashville, TN & Radcliff, KY
- Fri Jan 29: Tupelo, MS
- Sat Jan 30: Memphis TN & Jonesboro, AR
- Sun Jan 31: Idle

While the focus of this book is the cards, matches and angles that took place in Memphis, Tenn., it's also important to look at what the promotion was doing as a whole. While not easily done, one way to accomplish this heavy task was to show the promotions entire city-by-city, day-to-day schedule. The list is not 100 percent completed, but what is here is somewhat accurate. An extreme amount of research has been done to document this list and in turn give the readers a true sense of how much the promotion put on cards within the territory. The month of January saw the Jarrett promotion put on 34 different cards. That is truly a maddening pace.

Jan 5, 1982, page 1



THE UNPREDICTABLE . . . ASSASSINS!

Jimmy Hart has, in his time, discovered some unusual, dangerous and wild tag teams, but none more so than the Cuban and Iranian Assassins. These men are so deadly, so totally unpredictable that it becomes a definitely unenviable task to wrestle them more and more each day. They seem to add viciousness every moment, and Hart has shown a determination to both drive them to even higher peaks of pure meanness and eventually the Southern Tag Team Title.

"You got it, baby!" Hart squealed when we vocalized this opinion to him. "This is the team I've been waiting for. I saw them together during a scouting trip I made and all at once it hit me. I've been putting in teams to try for the belts in the past that were great wrestlers, but when it came to putting the finisher on, they held back, just a little bit. Because no matter how much I talked them up, they still, deep down a little bit, were concerned that they might seriously injure somebody.

"Well the Assassins don't have that problem. These men are part animal. They both come from areas where life is considered cheap in pursuit of the final goal. And if they have to hurt somebody real bad to win a match, they think about as much

about it as putting ketchup on a hot dog. It's a natural thing to them.

"In Cuba and Iran, if you want to train for a match, you don't go into the gym and pump iron like wimps like Dundee and Keim. You go out and hurt some people. Get in alley fights, starve yourself a little and get good and hungry and mad. This is what these men are used to, and by the time of that match they're so rip-snortin' mad they'll chew you apart.

"We're gonna go through all these bums and washed up pretty boys like the Gibson Sisters, Mantell and The Cowpuncher, Miss Morton and Miss Gilbert, and the others, and then when we're all meaned up we'll take the tag belts from Dundee and Keim. After that we might pick our teeth with Roy Rogers. Ha! His parents had 9 months to think up a name and that's all they could come up with?"

Despite Hart's usual arrogant, overbearing, loudmouthed statements, the Assassins are an incredibly effective team. They work well together, with smooth efficiency, and for men who can wrestle like such animals, they are remarkably well-trained in complicated wrestling moves.



MEMPHIS, TENN
Tuesday, Jan. 5
MAIN EVENT
Grudge Match

Bill Dundee & Steve Keim

-vs-

Cuban & Iranian Assassins
with Hart

The Midnight Express

-vs-

Rick & Robt. Gibson

Southern Heavy Weight
Title Match

No Time - No D.Q.

Dutch Mantell

-vs-

Sweet Brown Sugar With Hart

Bobby Eaton -vs- Rick Morton

Dream Machine -vs- Roy Rogers

Stan Lane

-vs-

Thunder Cloud

CHAMPIONSHIP
WRESTLING
Presents



ACTION
RINGSIDE

WRESTLING CARD

MEMPHIS
WRESTLING

At The
Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00



Wrestling



At Coliseum

Stan Lane beat Chell Thundercloud. Roy Rogers def. Gypsy Joe. Rick Morton won by disqualification over Bobby Eaton. Dutch Mantell retained Southern Heavyweight Title def. Sweet Brown Sugar. Rick and Robert Gibson def. Midnight Express. disqualification. Main - the Cuban and Iranian Assassins upset win over the Southern Tag champions Bill Dundee Steve Keirn in non-title bout All - 4636

tv 5

printed weekly
Professional Wrestling
tip Wrestling
light to make necessary
scheduled matches

Dynamic . . . RICK MORTON!

One of the real success stories in this area is the dynamic, popular Rick Morton. It seems only yesterday that fans here were watching a young rookie fighting hard, winning occasionally, losing just as often. But that was three long, hard years ago for Rick Morton, and his unbelievable progress is a product of plain old hard work and a natural talent for his sport.

Rick has gone through a lot in his relatively short career, but the experience has been valuable indeed. The helping influence of Sonny King early on, and of Ken Lucas later. A growing record in single matches which put him in contention for the World Junior Heavyweight title. An extensive tour of the Southwestern states. Southern Tag Titles for him with Lucas and Eddie Gilbert. It's been a busy three years for Rick Morton.

but the time for writing about this talented newcomer is over. This is the last article you will ever read about Rick Morton making it 'on his own,' for he is no longer a newcomer, he is now a talented competitor with experience, size, and a record top-heavy with wins. There is no doubt that he has 'made it on his own,' and everyone now recognizes the fact that he is destined to become a major name in wrestling. He is to be considered a serious, mainstream contender for any title. The days of referring to him as 'up and coming' are gone. Rick Morton is HERE!

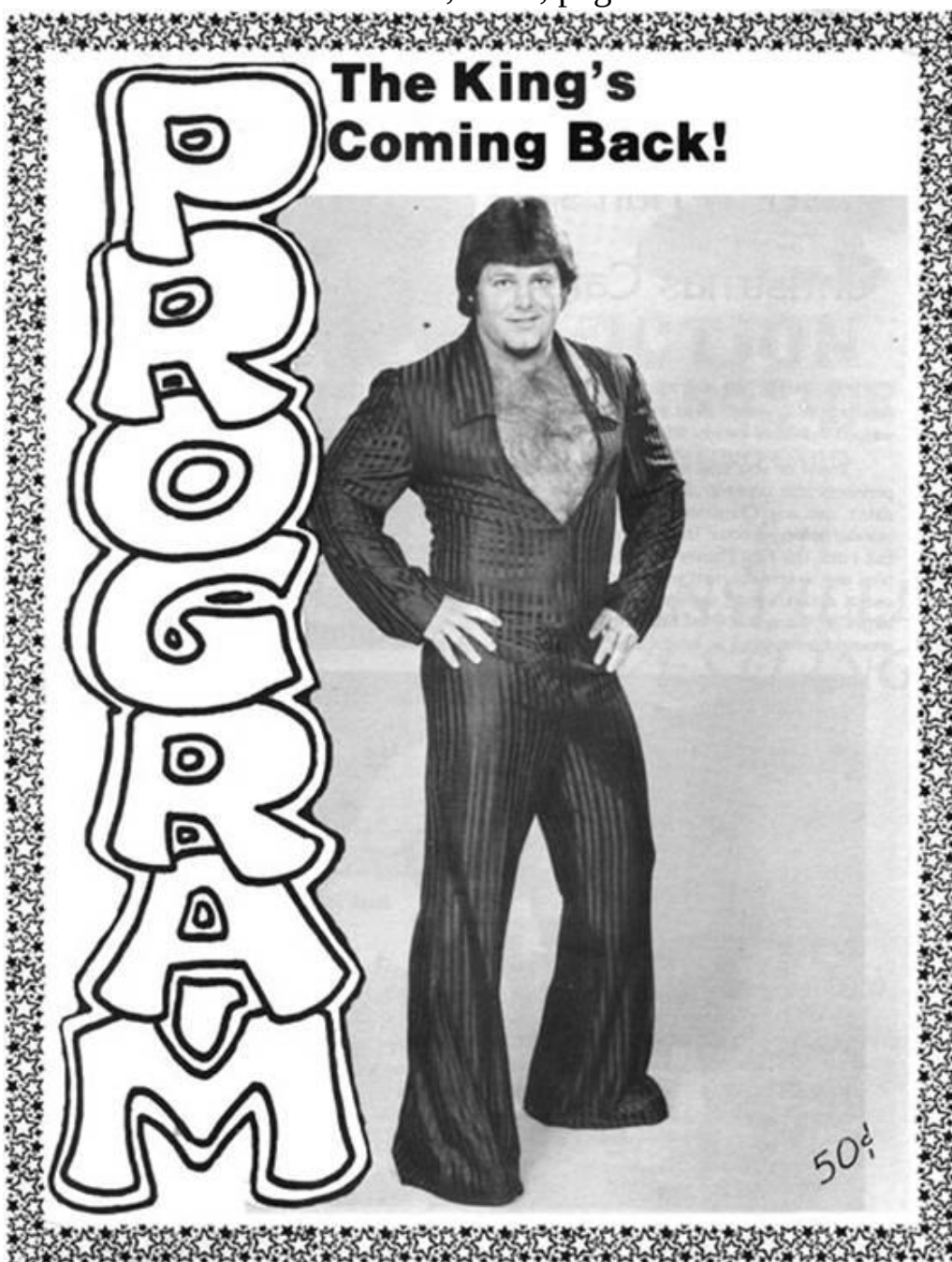
"When I came back from Oklahoma with Eddie, Rick said, 'I decided that I was going to show the 'Horn folks' that their early faith in me was justified. I've worked out new moves, I've added size, I've worked up my desire, I've gone out to show what I can do. Hey, I'll still lose some, that's part of growing. You grow until you die, in one way or another. But there's people out there that have believed in me, and for them, I'm going to the top and I'm gonna take them with me.'"

Rick's high flying new moves and always aggressive style have been looking better and better all the time. The attention goes to the people with belts and titles, and the big names, but slowly and surely, as Rick works his way up, attention is being focused more and more on him.



Fans are beginning to recognize that this young man, and others like Eddie Gilbert and Roy Rogers, will be our future, and the more support they get the more honorable and exciting our future will be.

Jan 11, 1982, page 1



Jimmy Hart's Christmas Card

EDITOR'S NOTE: We print this only to remove all doubts from anyone's mind that Hart is the most warped individual ever to set foot in this area.

"If any of you little snotty nosed kids and penniless little orphans are wondering why you didn't get any Christmas presents this year, wonder no longer, brats! The Grinch couldn't do it. But I did! The First Family operates on take not give, and so I put the number one giver of all time out of action. I don't want to say what my next target is, but a little fried rabbit might be nice around Easter time! So long suckers!"



MEMPHIS, TENN
Mon., Jan. 11th
MAIN EVENT

Bill Dundee & Steve Keim
JERRY LAWLER

-vs-

Cuban & Iranian Assassins
with Hart

Grudge Match

The Midnight Express

-vs-

Rick & Robt. Gibson

Sweet Brown Sugar & Stan Lane
With Hart

-vs-

Dutch Mantell &

Dream Machine -vs- Ric McCord

Bobby Eaton -vs- Roy Rogers

Tojo Yamamoto & Rick Morton

-vs-

Nightmare & Speed

Lawler Beats Dream

The Dream Machine's dream didn't come true last night as he lost to Jerry Lawler in an elimination match to determine who gets a shot at the Southern heavyweight title in the featured bout at the Mid-South Coliseum.

In other matches before 1,991, Bill Dundee, Steve Keim and Lawler beat the Cuban and Iranian Assassins and Jimmy Hart; Nightmare and Speed drew with Tojo Yamamoto and Rick Morton; Roy Rogers fell to Bobby Eaton; Sweet Brown Sugar and Stan Lane stopped Don Anderson and Dutch Mantell; the Dream Machine defeated Ric McCord; and Rick and Robert Gibson beat The Midnight Express.

CHAMPIONSHIP
WRESTLING
Presents



**ACTION
RINGSIDE**

WRESTLING CARD

**MEMPHIS
WRESTLING**

At The
Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00



This program is printed weekly
in the interest of Professional Wrestling
by Championship Wrestling
Promotion reserves the right to make necessary
changes in the scheduled matches.

Dundee & Keirn Say . . . "WE WON'T BACK DOWN!"

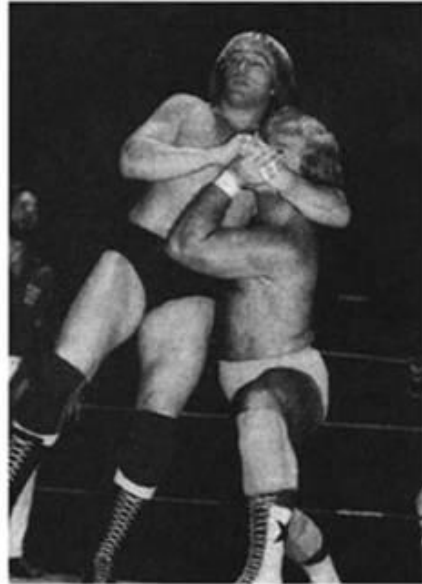
After the midnight express made accusations that Bill Dundee and Steve Keirn were afraid to put the Southern tag title on the line against them, we contacted the champs. and they were unimpressed, to put it mildly, with the Express' claim.

"That's bull!" Keirn exclaimed. "when we won these belts, we said that we were proud of them, and we'd defend against anybody, and that still goes! What you've got here is three loudmouthed goons that want to bully their way up the ratings list. They think they can get everybody wondering if we really are scared, so we'll have to give them a match. So far all they've shown us is that the third man has to interfere to help the other two win, and they still have to break rules during the match to

stay on top. They're tough men, but they're not the top challengers yet, and they can't claim we're running until they are!"

The Superstar Shared That View.

"All that whistle blowing has messed up their heads. We're not running from them, they're running toward us. We're standing still, and when they get to us, we'll knock them back down the ladder and make them start all over again. Just like Steve said, They're tough, but the main reason they win is because of the third man, usually Austin, interfering. If they could wrestle like they talk, they'd be world champions, but they can't so they aren't. anytime they earn a shot, we're ready for them!"



THE EXPRESS IS STEAMIN' DOWN!

An interview with the combination of wrestlers known as The Midnight Express, namely Dennis Condrey, Randy Rose and Norvell Austin, is a very trying situation they are three of the most outspoken (some say loud), arrogant wrestlers in the sport, and if you add to that Austin's constant whistle-blowing in agreement with his teammates' statements, you have the makings of a large headache and a need for an aspirin.

During a recent visit to the Express' dressing room, we found it very easy, except for those problems, to interview the Express, simply because we never had to ask a question. We couldn't get a word in edgewise.

"Hey Baby, we're steamin' down on some folks!" Austin said, "We want all these teams, The Gibson punks, Morton and Rogers, but especially those cheese champions Dundee and Keim. That's what we're shootin' for. That's what we're gonna get—the Southern Straps. You know Dundee and Keim have gotten to be household words around here. Garbage is a household word too. We'll beat them in such a short time the timekeeper won't be able to start his watch!"

"That's right, Norvell!" Condrey added. "If you want me to say a couple of words about Dundee, I will — short and stupid. Dundee and Keim are runnin' from us. Last time I got Dundee in the ring, he ran so much all I saw was the soles of his shoes. He got arrested for speedin' twice on the way back to the dressing room. As for Keim, he'll get arrested too, cause once I get finished with him, he'll get busted for WRAF — Walkin' Recklessly and Attemptin' to Fall!"

"Ain't no way we can be beat!" Rose stated. "There's not three men or 6 men that can do it. We don't need no family, cause we're big, strong MEN, and we're a family by ourselves. And we love to beat on people, that's why we got into this profession. We're gonna beat these punks down, and hurt some people, and cut such a wide path through these little boy wrestlers that Dundee and



Keim won't be able to stay away from us. Then we're gonna be your champions, ladies and gentlemen, and you won't be able to get rid of us for nothin'. When you hear the train whistle blow and the beat gets funky, you know it's time for the Express to rollin'!"

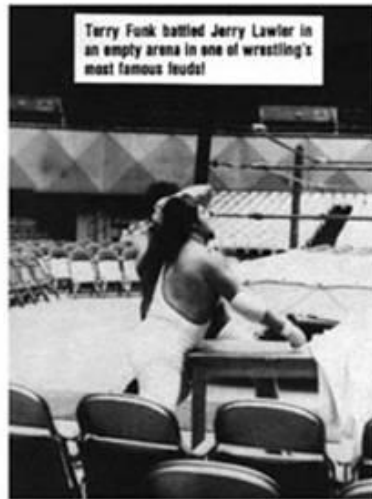
EDITOR'S NOTE: Although we felt that it would be healthy not to "Express" this view to Condrey, Rose and Austin, it could just be they are a little over confident. We'll see when they face the champions.



Jan 11, 1982, page 6



Jan 18, 1982, page 1



Terry Funk battled Jerry Lawler in an empty arena in one of wrestling's most famous feuds!



October 1981. Koko Ware and Jerry Lawler went at each other in wrestling's most brutal and bloody type of match, a barb-wire match!

★ 1981 ★ ★ IN REVIEW ★



January 1981
The King Returned After Missing Nealy A
Year Of Action Due To A Broken Leg!

ACTION **50¢**
RINGSIDE **WRESTLING**
PROGRAM

Jan 18, 1982, page 2

April, 1981, Terry Funk nearly lost his eye in a match with the King, and that set off a series of bloody return grudge matches!



Nov. 1981, Bobby Eaton returns to the First Family and racks up win after win.



Jimmy Hart had a knack for finding the ugliest wrestlers in the world, in October 1981 he brought us the Cuban and Iranian Assassins!



August 1981 Koko Ware goes from Fan Favorite to the first Family in a move brought on by Jimmy Hart!



May 1981, The King sent Jimmy Valiant packing in a Loser Leave Town Match, but later Handsome returned as the King's partner to go against Hart!

MEMPHIS, TENN
Mon., Jan. 18th
MAIN EVENT

**Southern Heavy Weight
Title Match**

DUTCH MANTELL

-VS-

JERRY LAWLER

**Southern Tag Team
Title Match**

Steve Keirn & Bill Dundee
Masks Vs Title

-VS-

Nightmare & Speed

6 Man Tag Team Match

Rick & Robert Gibson
& Rick Morton

-VS-

The Midnight Express

Stan Lane -vs- Thunder Cloud

Ric McCord

-VS-

Sweet Brown Sugar

Bobby Eaton -vs- Tojo Yamamoto

Iranian Assassin -vs- Roy Rogers

CHAMPIONSHIP
WRESTLING
Presents



**ACTION
RINGSIDE**

WRESTLING CARD

**MEMPHIS
WRESTLING**

At The
Mid-South Coliseum

*Watch T. V.'s Wrestling
Saturday Morning - 11:00*



Lawler Regains Title

Jerry Lawler has regained the AWA southern heavyweight title. Lawler defeated Dutch Mantell before a crowd of 4,209 in last night's featured match at the Mid-South Coliseum.

Other match results: Sweet Brown Sugar beat Ric McCord; Tojo Yamamoto won by disqualification over Bobby Eaton; Stan Lane beat Chief Thundercloud; The Midnight Express beat Rick and Robert Gibson and Rick Morton. Steve Keirn and Bill Dundee retained their southern tag titles by defeating The Nightmare and Speed, and, in an added match, Steve Keirn, Bill Dundee, Rick and Robert Gibson outlasted the Iranian Assassin, Nightmare and Speed and Stan Lane in a tag elimination match.



September 1981, Dutch Mantell won the Southern Heavy Weight Championship, and has successfully defended it many times since then!



August 1981, Manager, Jimmy Kant lost his team and his hair, when his Bounty Hunters were beaten and had to leave town!

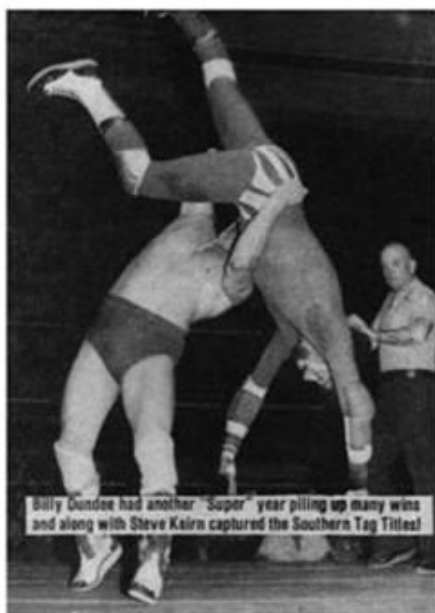
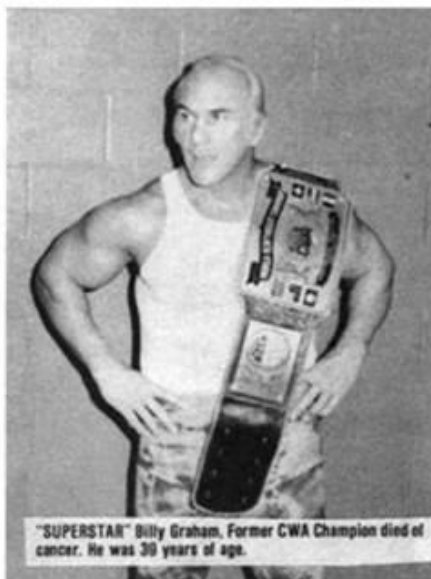
TV star Andy Kaufman wrestled in Memphis, TN, although he received a challenge from Jerry Lawler, he preferred to wrestle women only!



October 1981, Rocky Johnson returned to do battle with Jimmy Hart and the Dream Machine!



The King entered the arena many different ways during 1981, one of the fans favorites was on his white horse!





June 1981, Rick and Robert Gibson, one of the most popular teams ever, returned to our area to the delight of all the fan.



May 1981, Jimmy Hart receives a fractured bone in his leg thanks to the King!

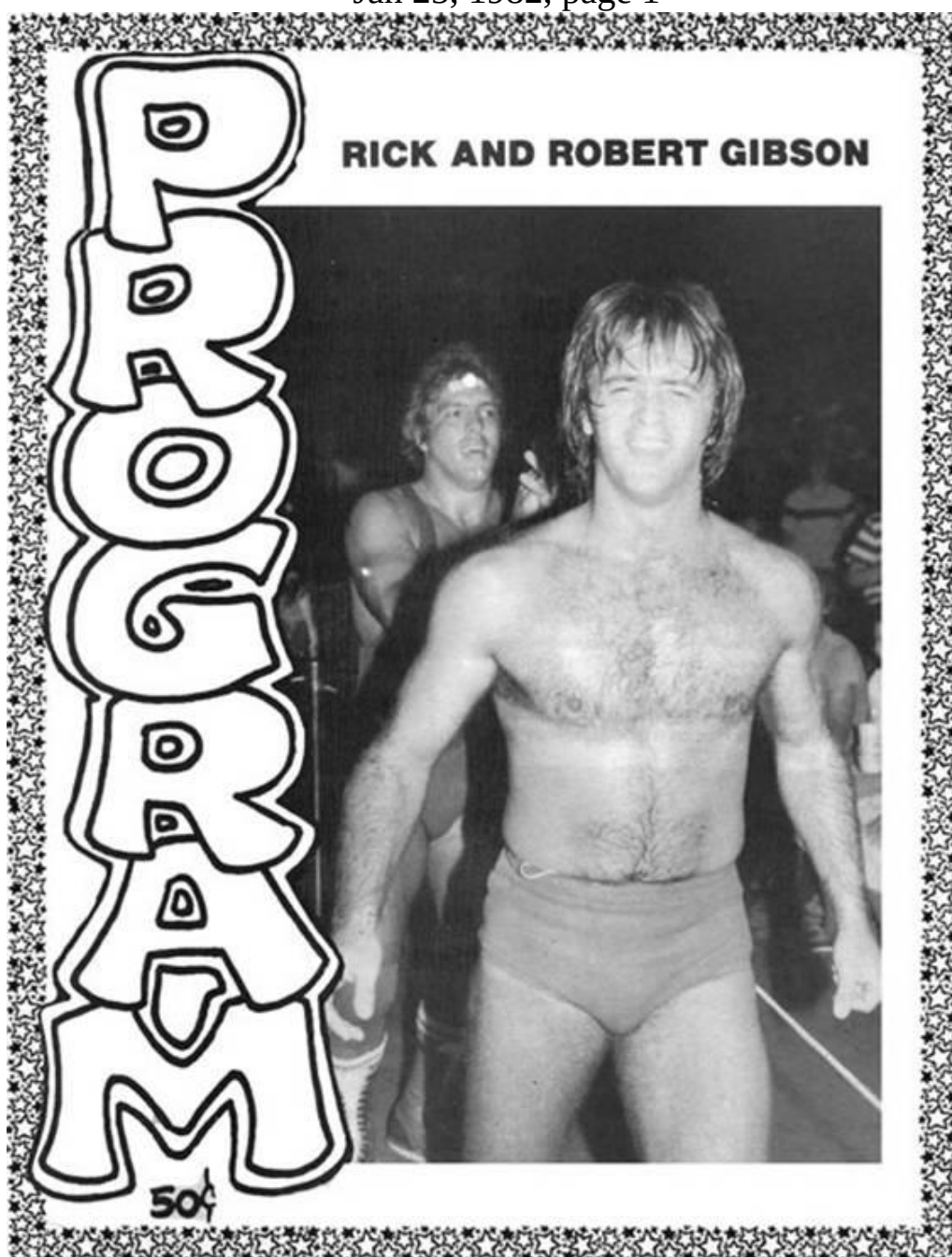


April 1981, Steve Keirn enters our area and quickly becomes one of the most popular wrestlers ever.



Jimmy Hart in Back Alley Street Brawls wound up losing more than just the match!

Jan 25, 1982, page 1



Jan 25, 1982, page 2



SONNY KING may be returning to action . . .
Sonny has been sidelined after a near fatal knife
attack he suffered nearly six months ago!

THE CUBAN ASSASSIN suffered a bad burn on his
chest in the match with Lawler, Dundee, and Keirn . .
his partner, The Iranian Assassin, who also has
been known to throw the fire, has vowed revenge on
all three of their opponents!



SWEET BROWN SUGAR who recently tamed with
Stan Lane, has of late been wrestling with the Dream
Machine and he predicts they will be very
successful! "We just think alike man, and that's what
makes a winning team". Sugar said . . . that,
combined with Jimmy Hart on the outside, should
make for a team to watch!



TOJO YAMAMOTO is back from a holiday trip
to Hawaii. He says the weather was beautiful
there but he was still glad to get back to the
states and return to action . . . we're glad he's
back!

MEMPHIS, TENN
Mon., Jan. 25th
MAIN EVENT

Jerry Lawler & Tojo Yamamoto

-VS-

Sweet Brown Sugar &
Dream Machine With Hart

Southern Tag Team
Title Match
No Time - No D.Q.

Bill Dundee & Steve Keirn

-VS-

Nightmare & Speed
With Hart

Rick & Robt. Gibson
Roy Rogers

-VS-

Bobby Eaton &
Cuban & Iranian Assassins
with Hart

Dutch Mantell -vs- Stan Lane

Ric McCord & Rick Morton

-VS-

The Midnight Express

CHAMPIONSHIP
WRESTLING
Presents



**ACTION
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WRESTLING CARD

**MEMPHIS
WRESTLING**

At The
Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00



Keirn, Dundee Win

Bill Dundee and Steve Keirn have retained their Southern Tag championship with a victory over the Midnight Express. Dundee and Keirn were the winners last night in the featured wrestling match at the Mid-South Coliseum. In other bouts, the Nightmare and Speed fought to a draw with Rick Morton and Ric McCord; Dutch Mantell defeated Roy Rogers; Rick Gibson, Roger Gibson and Stan Lane knocked off the Cuban, Iranian Assassins and Bobby Eaton; and the Dream Machine and Sweet Brown Sugar whipped Jerry Lawler and Tojo Yamamoto.



THE KING, JERRY LAWLER, made a successful return and has picked up right where he left off... in the win column!

STEVE KEIRN and BILL DUNDEE continue their winning ways and are steaming toward a head-on collision with the Midnight Express!





DENNIS CONDRY, one third of the Midnight Express, is about as happy as he can be. His team is still undefeated since coming here!



JIMMY HART is in complete control of his First Family ... shown here with the Dream Machine, Stan Lane, and Sweet Brown Sugar. Hart says they have had a few setbacks lately but he now has his men back on the right track!

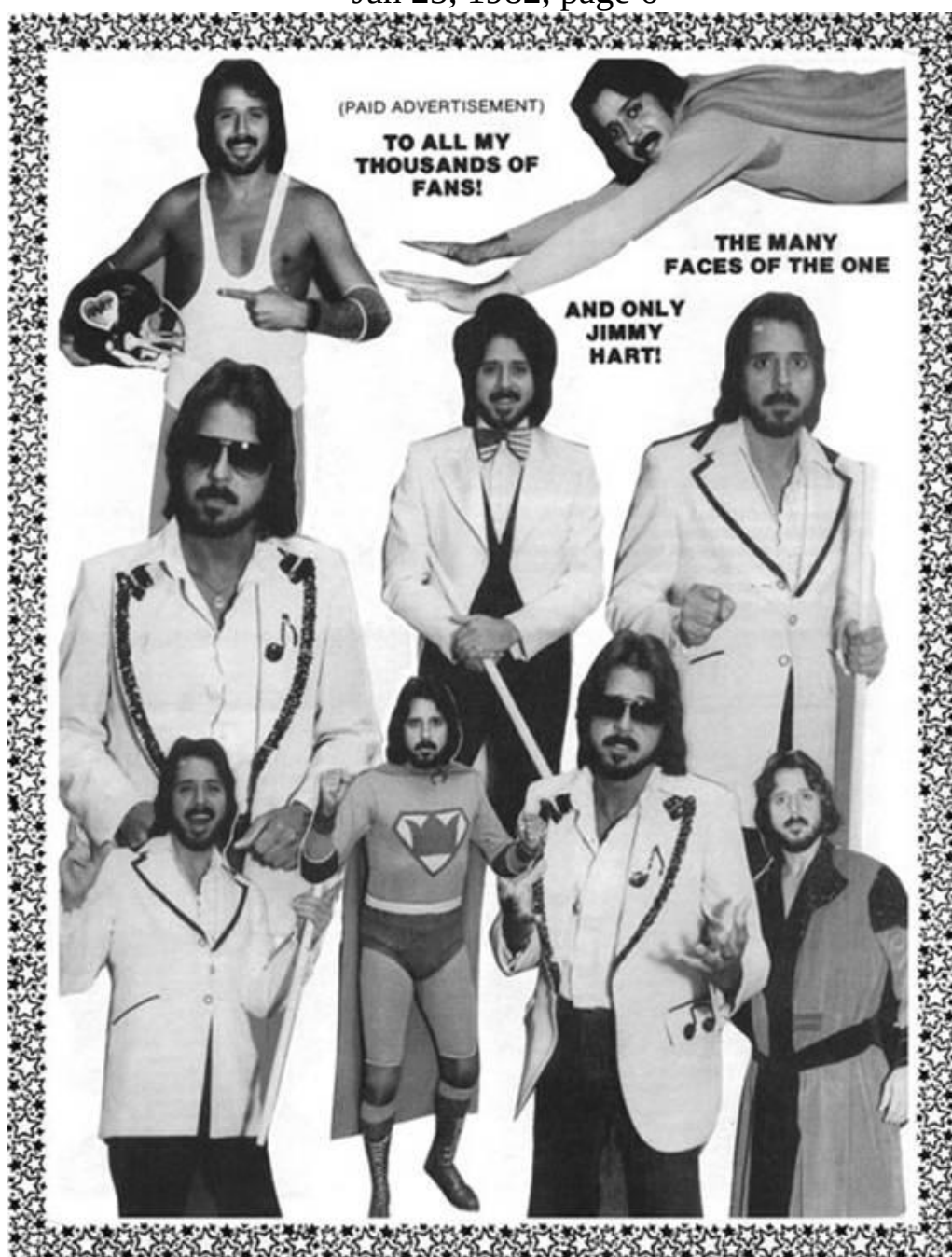


BILL 'SUPERSTAR' DUNDEE is still holding on to one half of the Southern Tag Team Title. He and Steve Keirn have a tough challenge on their hands tonight however!



STEVE REGAL, One of the most popular wrestlers ever to appear in our area is returning! He'll be back in just a few weeks!

Jan 25, 1982, page 6



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Chapter 2: Feb. 1982

Stan Lane: Fan Favorite

In February, Stan Lane continued to rise in the ranks of the fan favorites. Jimmy Hart was embarrassed not only by Lane's quitting back in January, but also by the fact he exposed the manager's stealing habits. Hart was so angered, in fact, that he offered a \$5,000 bounty to anyone who could put Lane out of wrestling. Many of Jimmy Hart's men stepped up to try and collect that bounty. First up on Feb. 1 was the Dream Machine, who fell short as Stan got the win. Next up, on Feb. 7, the Iranian Assassin lost by DQ because of Jimmy Hart's interference, but was then pinned by 'Sweet Stan' the following week. Stan's last challenger of the month was the Cuban Assassin, who fared no better than the previous bounty hunters.

After Stan defeated the Cuban Assassin on that final card of the month, he got a small measure of revenge against his former manager. One of the stipulations of that match was that if Stan won, he got a match that night with Jimmy Hart and his protégée, JR Hart. Stan easily defeated the Harts when Jimmy seemingly sacrificed JR to Stan in that match.

With the promotion's top two babyfaces (Lawler and Mantell) locked in a feud, Jimmy Hart was left out in the cold, so to speak, by not having a managerial role in their feud. Hart was too valuable an asset to not be used. This gave Jimmy the opportunity to get into the feud with Stan Lane and help him get over as a babyface.

\$5,000 Bounty

The 'bounty-on-the-head' angle was commonly used in wrestling and was usually seen at least once a year. In the case of Stan Lane, the bounty angle was being used to immediately get the fans behind the new babyface. You have a wrestler, Lane, who turns his back on arguably the most hated man in Memphis Wrestling at that time, Jimmy Hart. Normally this would get Stan some initial fan support, but interest would start to wane in a few weeks. However, what happens when Jimmy Hart puts up \$5,000 to any of his men that can end the career of the good looking young man? You now have Jimmy Hart going on the Saturday morning TV show every week, telling all the fans that his men will now end the career of Stan Lane and get

a nice payday along with it. Their own hatred of Jimmy Hart gives the fans reason to get behind Lane even more.

Keirn & Dundee versus the Midnight Express

Steve Keirn and Bill Dundee continued to hold the Southern tag titles as they went into February, with their stiffest competition being the Midnight Express—Dennis Condrey, Randy Rose and Norvell Austin.

Previous battles between these teams were usually riddled with illegal interference by the third member of the Midnight Express. To help even the odds, Keirn and Dundee enlisted the service of Tojo Yamamoto as their manager. The plan was for Tojo to eliminate the interference and allow a regular two-on-two tag-team match. The first card of the month saw the champs get a DQ win over the Express and things looked promising. The following week the champs were blindsided when Tojo turned on them in their match with the Express, resulting in a severe beat-down for Keirn and Dundee. Even with the beating, Keirn and Dundee managed to escape with their tag titles.

For the third week in a row in February, Keirn and Dundee would put the Southern tag titles on the line against the Midnight Express. Even with no manager in their corner the champs got a clean win over the heel team. A special bonus on that night's card was a pole match between Bill Dundee and Tojo Yamamoto. On top of the pole was a bamboo kendo stick, and the first person to climb the pole was free to use the stick against their opponent. Dundee got the pole and used it to get some revenge on the now hated Yamamoto.

The last card of the month saw the tag champs split up for the night as Steve Keirn took on the Midnight Express' Norvell Austin in a grudge match. Things got out of control and the popular Keirn was disqualified. His partner, Bill Dundee, ended up teaming with Rick Gibson against the remaining members of the Midnight Express, Dennis Condrey and Randy Rose. When the smoke finally settled the referee declared this match a no contest. February saw nothing settled between the tag champs and the Midnight Express, so the feud was set to continue in March.

Jerry Lawler: Southern Heavyweight Champion

February started out like many months because Jerry Lawler was once again holding the Southern heavyweight title. Looking back over all the years of Memphis Wrestling, Jerry held that belt an unofficial total of 34 times. No one else comes anywhere close to that record. In the entire world

of professional wrestling, no wrestler has held any title as many times as the King has held the Southern heavyweight title.

When you break that statistic down, 34 title reigns, it's really an amazing achievement. No, Jerry Lawler did not really defeat a wrestler in a real shoot fight for those title wins, but the promotion did continue to put the belt back on him. Time and again, before Lawler was a partial owner of the territory, he was looked on to carry the promotion on his back. "Why not give someone else a chance?" people would criticize. Jerry Jarrett did just that. During 1982, Jerry Lawler held the title for less than half of the year. Men like Dutch Mantell, Terry Taylor, Kimala, Sabu and Nick Bockwinkel were the Southern champion for the remainder of the time. However, the title would always end up back around Lawler's waist for one reason—people would buy tickets to watch him wrestle. The Memphis fans loved Jerry Lawler and wanted him to see him win. In the 1970s when the King was a heel, they hated him enough to buy tickets to see him get beat. No wrestler, before or since, has had that ability, that staying power, that Jerry Lawler had in the Memphis territory.

Jim Cornette *"Even today there's no way anyone could run a successful wrestling promotion in Memphis without Jerry Lawler's involvement."*

Not skirting the issue, many critics still do associate the success of Jerry Lawler in the territory to the fact he was a partial owner. Is this a fair or unfair observation? Undoubtedly it did help secure his position in the pecking order, but what about the weekly attendance numbers at the Mid South Coliseum? In 1982 these numbers were still consistently high. In just a few months, the promotion would have its best average summer attendance yet. It should also be taken into consideration that while Lawler agreed to a partnership with Jerry Jarrett in 1977, it did not materialize until 1983. Also, if a wrestler is pushed by a territory, it doesn't automatically mean the fans will accept this and like the performer or his character, (and in turn by tickets to the matches). Because a high majority of the fans really liked him, Lawler was on top. These fans bought his pictures, T-shirts, posters, mugs, jackets, records, ball caps, etc.

Guy Coffey *"I can tell you this for a fact... Nobody ever sold more merchandise in Memphis than Jerry Lawler."*

With 28 years having passed since 1982, history ultimately tells the story on the fate of the territorial wrestling promotions across the U.S. Its

story is one of failure, across the board. Memphis was the last one to go under, so did Lawler on top of the promotion help or hurt things? Could anyone else have done better? We'll never know. Memphis was a unique situation in the wrestling world. Jerry Lawler was seen on a weekly basis every Saturday morning for more than 20 years and the fans loved him. Regardless of why, what's more important is realizing that Jerry became synonymous with Memphis Wrestling. To understand that statement fully it would require taking a time machine back to Memphis in 1982. It's so hard to put into words the sense of anticipation that would build up in a sold-out show at the Mid South Coliseum. The King would be on the receiving end of a beat down while the fans were cheering the King on. All they wanted to see was that strap come down off his shoulder. Eventually the payoff would occur and the King would make his comeback. The King would clean house and all of those 11,000 fans would raise the roof off the Coliseum. Without being there to witness the spectacle of it all, it's hard to explain the effect it had on the fans. For a lifelong Memphis Wrestling fan, it truly didn't get any better than that.

Jerry Lawler vs. Dutch Mantell: The Battle Intensifies

While Jerry Lawler acted like there was no feud, Dutch Mantell didn't take long to let the King know that there was indeed a feud and it was far from over. Lawler ended up putting the Southern title on the line against Dutch Mantell on Feb. 7, and in somewhat controversial fashion, lost the Southern title back to the popular underdog.

On Sunday, Feb. 14, Lawler and Mantell had their third match in the series. In the Memphis territory, it was not an uncommon thing in a short feud for Jerry Lawler to lose the belt against a new competitor in the first week. In the rematch the following Monday night, Lawler would usually win by DQ right before he was about to get the pin, thus ensuring another match. The third week of a short feud saw the fans having been built up with anticipation for the King to get his belt back, and that's almost always what happened. This also helped to spike that week's ticket sales. While this was a many times repeated pattern, it wasn't always done this way. There were many successful, longer feuds that didn't follow this pattern; some of those featured Jerry Lawler in feuds against Bill Dundee, Jimmy Valiant, Joe Leduc and Austin Idol.

Despite what many fans expected to happen that night, the third match between Jerry Lawler and Dutch Mantell was the furthest thing from a

blow-off match. The fans that night witnessed Mantell doing something few men can claim—he got a clean win in the middle of the ring over a babyface Jerry Lawler. That clean win over Lawler left the King's fans stunned. Dutch's fans went nuts after the match.

This war was finally kicking into high gear as their February matches were as rough as had ever been fought in Memphis and the fans were definitely the winners. With Mantell getting good, solid wins over Lawler, his domination over the King had the fans really buying into the challenge to the King's throne.

Dave Brown *"I guess the fans were able to buy into it. That was when Dutch was first really getting a push in the area. The fans were already used to guys switching between babyface and heel, so even though it was different this time, it worked. I guess people were willing to accept the fact that they were really good guys or bad guys. If you look back in your past, from your times on the playground with other kids, you may have been sideways with someone. Just because two kids have a dispute doesn't mean one of the two kids is a bad guy."*

Little did the fans know, but after his afternoon loss to Dutch on Sunday, Feb. 14, Jerry Lawler got married to his second wife, Paula. This helps explain the reasoning behind the King's clean loss earlier in the day. The following week Jerry Lawler was out of town on his honeymoon. Dutch Mantell took this opportunity to successfully defend his Southern title against First Family member, Beautiful Bobby Eaton, managed by Jimmy Hart.

Jimmy Hart

The Mouth of the South was as busy as always in February. During the whole feud between Jerry Lawler & Dutch Mantell, Jimmy would try to stick his nose into the mix. The almost weekly tease was that 'lone wolf' Mantell would go with Hart and turn heel. This never happened and the good guy feud continued into March.

Also in February, Jimmy Hart took on a protégé by the name of Kenny Shane. Very soon after coming on board, Shane was christened 'JR Hart' by Jimmy.

Jimmy also debuted a new team this month. After losing Stan Lane, Hart put 'Beautiful' Bobby Eaton together with Sweet Brown Sugar (Koko Ware). The team had their first match on Feb. 7. Their opponents were Robert Gibson and the King, Jerry Lawler. Even though Hart's new team

failed to pick up the win, the duo would record many wins in the future. In the tag-team heavy Memphis scene, many fans still list this team in their top 5 of the 1980s Memphis tag teams.

Roy Rogers: Where's Trigger?

Roy Rogers was one of many young men who were learning the wrestling business in Memphis in 1982. Tall and lanky, Roy had a good look, but was green in the ring. Roy had debuted in Memphis in March 1981.

As 1982 kicked off, Roy had started moving out of the basement on the cards (the opening match.) He had some very good matches with Tojo Yamamoto, Dutch Mantell, Iron Sheik, Gypsy Joe and many more. What the fans did not know at the time was that Roy Rogers was actually Tommy Rich's real life cousin. In order to give Roy the proper time to develop into a wrestler, Jerry Jarrett let him learn and grow slowly under the 'Roy Rogers' alias.

Roy Rogers/Johnny Rich *"I always get asked about the name Roy Rogers. The truth is Jerry Jarrett wanted us to come up with something to not expose that Tommy and I were cousins, at least until I got some experience in the ring. So for the first year or two, that's who I was. I can't tell you how many times I got asked where Trigger was. I was there the night Lawler and Andy Kaufman had their first match. Lawler introduced me to him as 'Roy Rogers.' As everyone else would respond, Andy asked, 'Where's Trigger?'"*

By July 1982, Roy moved on from Memphis and Johnny Rich was born. Johnny Rich went on to form a popular tag team with Davey Rich (David Haskins). The duo became legendary in the wrestling promotions of East Tennessee.

Roy Rogers/Johnny Rich *"It was a blast being in Memphis during that time. The arenas were packed. That was when wrestling was wrestling, before all the Hulk and Vince BS."*

Johnny Rich is another great example of a young guy who got his start in the Memphis territory and went on to bigger and better things. Young men came into the territory green and with no knowledge of what it took to be a wrestler. If these guys survived the training, the wrestling world was wide open for them. Even though they may never have been at the top of the ladder in the Memphis territory, many went on to headline in other promotions around the world.

David Haskins/Davey Rich *“He (Johnny Rich) had it all—the looks, personality and he could work. There are a lot of the boys that could have been stars but you can't push everyone. I don't know if the big stars realize that, but a lot were in the right place at the right time. You have to have someone put you over; after all, it is a work. Johnny and Carl Fergie are the only two guys that everyone in the business liked. Johnny's a great guy. And as Tommy (Rich) always says, “It's my honor to be his bastard cousin.”*

Boxing

The first card of the month saw Jerry Lawler fighting Sweet Brown Sugar (Koko Ware) in a boxing match. By the fifth round the boxing match broke down and that, along with Jimmy Hart's interference, helped the King be declared the winner via DQ.

Boxing matches and boxers themselves were often used in wrestling, not only as a gimmick, but also to help legitimize wrestling. Boxing was real and people knew it. In the 1950s and '60s, the Memphis promotion brought in guys like Archie Moore, Rocky Marciano, etc. The promotion's goal was to get the fans to associate wrestling with these former boxing champions. The idea was if the fans believe boxing is real, and these boxers are involved with wrestling, it might be real also.

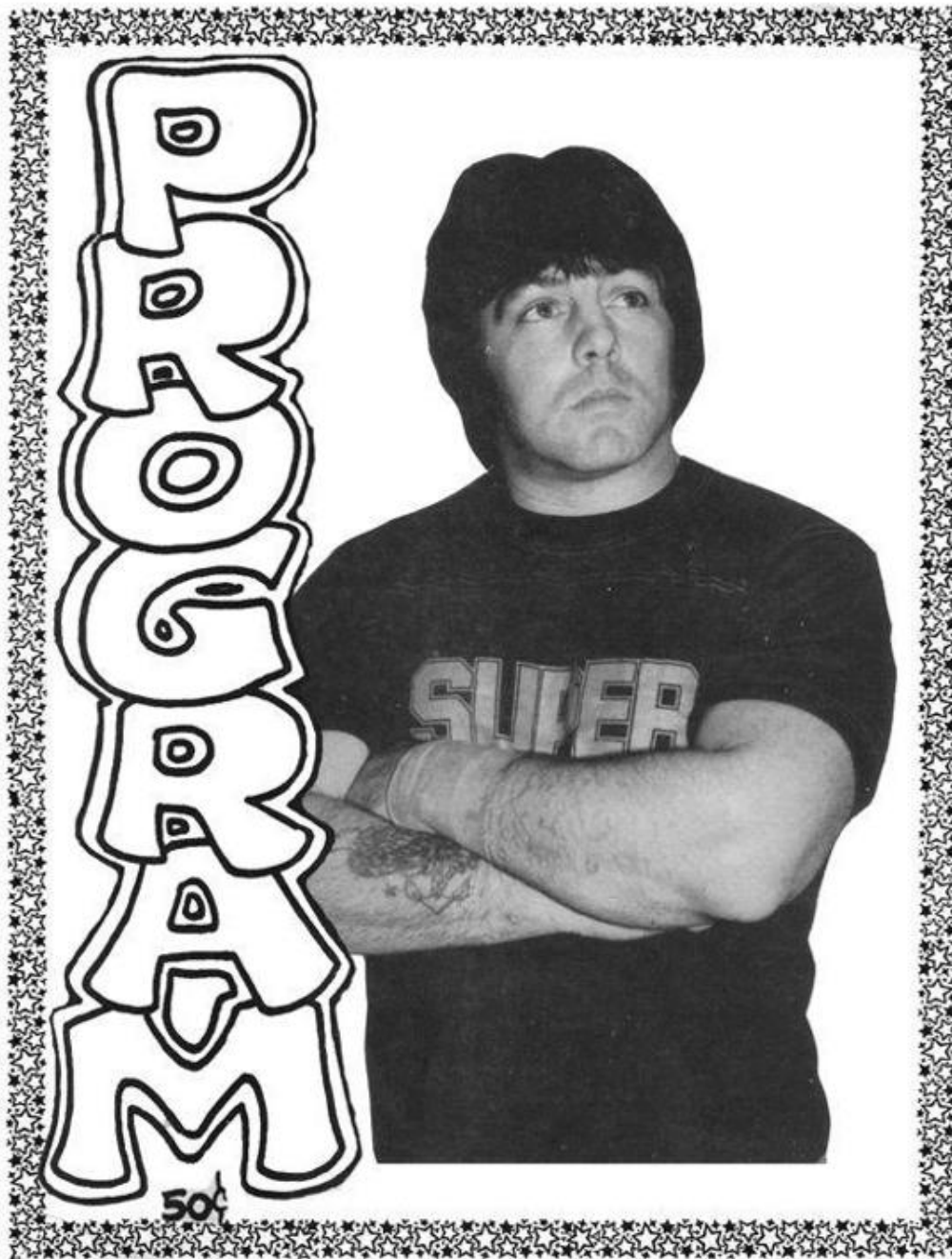
February 1982 Jarrett Promotion Schedule

- Mon Feb 1: Memphis, TN
- Tue Feb 2: Louisville, KY
- Wed Feb 3: Evansville, IN
- Thu Feb 4: Lexington, KY
- Fri Feb 5: Tupelo, MS
- Sat Feb 6: Memphis TV & Nashville, TN
- Sun Feb 7: Memphis, TN
- Mon Feb 8: Union City, TN
- Tue Feb 9: Louisville, KY
- Wed Feb 10: Evansville, IN
- Thu Feb 11: Irvington, KY
- Fri Feb 12: Charlestown, IN
- Sat Feb 13: Memphis TV & Nashville, TN
- Sun Feb 14: Memphis, TN
- Mon Feb 15: Idle

- Tue Feb 16: Louisville, KY
- Wed Feb 17: Evansville, IN
- Thu Feb 18: Washington, KY
- Fri Feb 19: Brownsville, TN & Tupelo, MS
- Sat Feb 20: Memphis TV & Nashville, TN
- Sun Feb 21: Jackson, TN
- Mon Feb 22: Memphis, TN
- Tue Feb 23: Louisville, KY
- Wed Feb 24: Evansville, IN
- Thu Feb 25: Booneville, MS
- Fri Feb 26: Marked Tree, AR
- Sat Feb 27: Memphis TV & Nashville, TN
- Sun Feb 28: Jackson, TN

Wow, 32 shows put on in 28 days. That is intense. A shorter month didn't have much of an impact on the total number of wrestling events the promotion put on. Tennessee did get the lion's share of the cards, with half of them (16) being held within the Tennessee state line.

Feb 01, 1982, page 1



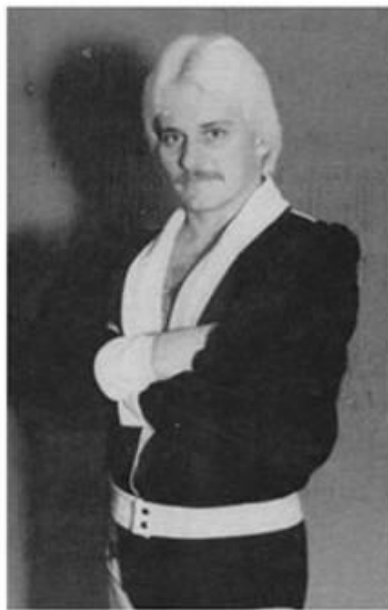
McCord and Rogers — Young Men On The Move!

We here at Action Ringside are often guilty, as is everyone, of paying more attention to those with loud mouths rather than those who simply go about trying to wrestle and win matches. But after reviewing recent records of matches here in the area, we have discovered that in the past few weeks we have overlooked two very talented young men. Those up-and-coming wrestlers are Roy Rogers and Ric McCord.

Roy Rogers just continues to get better and better in every match, displaying amazing progress for a man who has not yet completed his first year of professional wrestling. He has racked up an amazing win-loss record and has reinforced everyone's predictions and beliefs that he will one day move to the top of the wrestling world.

Ric McCord has been wrestling slightly longer than Roy, but has not been in this area quite as long. He too shows great potential for the future, and with added weight and experience will most certainly be able to hold his own with any competition in the sport. His popularity is growing, and he seems set and ready for a successful stay here.

There you have it — two future stars. Pay close attention to them. When they're at the top, you can say you watched them from the start.



MEMPHIS. TENN
Mon., Feb. 1

MAIN EVENT
Southern Tag Team
Title Match

Bill Dundee & Steve Keirn
With Tojo Yamamoto

-vs-

The Midnight Express

Jerry Lawler

-vs-

Sweet Brown Sugar
With Hart

Stan Lane -vs- Dream Machine

Rick & Robt. Gibson
& Dutch Mantell

-vs-

Bobby Eaton
Cuban & Iranian Assassins
with Hart

Ric McCord & Roy Rogers

-vs-

Nightmare & Speed

CHAMPIONSHIP
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WRESTLING

At The
Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00



Dundee, Keirn Win

Bill Dundee and Steve Keirn are still the Southern Tag team champions.

They won via disqualification over the Midnight Express last night at the Mid-South Coliseum before 4,648 fans.

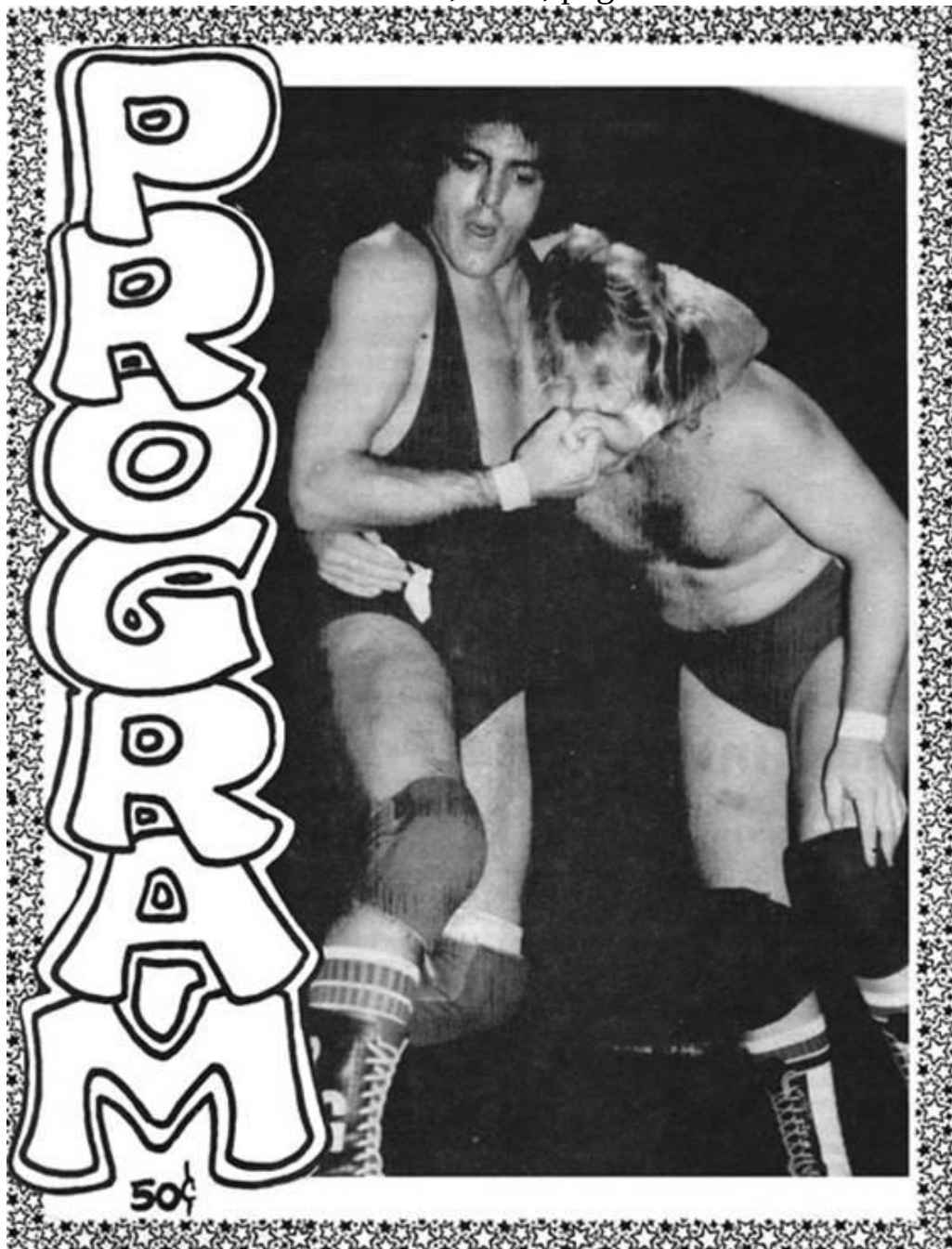
In other matches: Jay Strongbow Jr. stopped Ken-ny Shane; Ric McCord-Roy Rogers defeated The Nightmare-Speed; in the six-man competition, Rick-Robert Gibson-Dutch Mantell fought to a draw with the Cuban and Iranian Assassins and Bobby Eaton; and Stan Lane beat The Dream Machine in a boxing match between Jerry Lawler and Sweet Brown Sugar. Lawler won in the fifth round on a disqualification.

The King -vs- The Dutchman

These two dangerous competitors have met several times in their careers, including once just recently. Will they meet again? Only time will tell!



Feb 07, 1982, page 1





would have killed a normal man. I talked to myself. Now I know that's the first sign of insanity, but I needed to have an intelligent conversation.

"I said to myself, King, it's time to get back to your roots. I'm not talking about going to the Mormons in Salt Lake City, I mean my professional roots, the things that made me great. In recent months I had been taking a great deal of punishment from second-rate wrestlers like Koko Ware, Super Destroyer, Dream Machine. I had been letting a little scrawny 155 pounder go around taking up interview time on TV, interfere in my matches, I had allowed another man to hold my Southern Belt.

"And as I lay there in bed, I slapped myself! made that little machine that monitors your vital signs blow a fuse! I said to myself, 'King! You've been enjoying your millions of fans and world wide fame, and you've forgotten what made you great, why a few years ago you would've never allowed these situations to take place. You've stopped to smell the roses and the world has passed you by!'

The King's Official Press Release

"I wanted to take this opportunity in the program here to just let everyone know that, for all you people that have been in Poland or somewhere for a few weeks, I am once again the Southern Heavyweight Champion. Really I tell a lie there, it's not once again, I have always been the champion, but I now have my belt in my possession once again. You know the belt is merely a symbol, a trinket. But for the first time in a long time, the belt is around the waist of the champion. (me!)

"In the past few weeks I noticed a lot of things wrong around here, a lot of things that needed to be corrected. Jimmy Hart was causing trouble, Dream Machine claiming he should get a title shot. Dutch Mantell running around with my belt around his waist. Lot of things needed to be fixed. Well, you see, the old King here's a fixer from way back, and as I lay in a hospital bed a short time back, recovering quickly from an illness that

"I resolved right then and there that the OLD King would make his return. The King that shocked the world by becoming the greatest wrestler in the world at only age 24. The King that held the Southern Title 6 out of 10 years. The King that won the world title and should rightfully have it to this day. You remember him — and you see him now, because he's back.

"First I disposed of the Dream Machine's claim to anything but massive ugliness, second I rectified the situation with Mr. Mantell. I saw him the other day down at the drug store, telling kids he was a legend while borrowing dimes. (you know it's fun to wrestle a legend cause it's fun to beat a legend). and now, Jimmy Hart, my old buddy, and that cheap vaudeville act he calls a family. Jimmy, pal, buddy, that family might just be taking up a collection for the undertaker real soon. I wouldn't buy any long playing records or start any continued stories!"

**MEMPHIS. TENN
SUNDAY, Feb. 7**

MAIN EVENT
Return Southern
Tag Team Title Match
Bill Dundee & Steve Keim
With Tojo Yamamoto

-vs-

The Midnight Express

Jerry Lawler & Robert Gibson

-vs-

Sweet Brown Sugar &
Bobby Eaton With Hart

\$5,000.00 Bounty Match
Stan Lane

-vs-

Iranian Assassin
With Hart

Dutch Mantell -vs- Cuban Assassin
With Hart

Dream Machine -vs- Rick Gibson

Roy Rogers -vs- Speed

Ric McCord -vs- Nightmare

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At The
Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00



Mantell Defeats Lawler

Dutch Mantell knocked off Jerry Lawler to capture the American Wrestling Alliance Southern Heavyweight title yesterday at the Mid-South Coliseum.

In other matches: Ric McCord defeated the Nightmare, Roy Rogers whipped Speed, Rick Gibson won by disqualification over the Dream Machine, Mantell won over the Cuban Assassin, Stan Lane won on a disqualification over the Iranian Assassin, Lawler and Robert Gibson defeated Bobby Eaton and Sweet Brown Sugar, and The Midnight Express won on a disqualification over Bill Dundee, Steve Keira, and Tojo Yamamoto.

5

JIMMY HART WHINES: "Stan Lane Is An Ingrate!"



When Stan Lane revealed the fact that Jimmy Hart was stealing from the Family's paychecks, Hart, as always, had an excuse. Claiming that he was putting away money for all the Family members in savings accounts because they couldn't manage their money. Hart, putting out more snow than Buffalo, New York gets in two years, convinced Dream Machine, Sweet Brown Sugar and all the others he was telling the truth. Everyone, that is, except Stan Lane (who was, by the way, the only college graduate in the First Family).

Hart interrupted us on our way to the dressing rooms to do interviews the other day, whining in his usual out-of-tune violin key, demanding we listen to his side of it. To be fair and impartial to the treacherous little crook, we agreed.

"Stan Lane is an ingrate!" he wheezed. "I have never been so humiliated in my entire life by what he did to me! Me, the man who made him what he is, took him off of a beach in Florida where he was waxing surfboards for a living, accepted him into the family and gave him a chance at greatness!

And he comes out on national TV and not only attacks me, but worse than that, calls me names and damages my spotless reputation by calling me a crook. First of all, I have contacted the Family's personal attorney, Samuel J. Burnside, about suing Lane for assault and battery, libel, defamation of character and theft of my personal ledger. But what's more, like I revealed on TV even though it was none of anybody's beeswax, I had saved \$7,000.00 for Dream, \$5,000.00 for Sugar and \$5,000.00 for that beach bum, Lane. Well Dream and Sugar get theirs, but I'm putting up that spineless turncoat's \$5,000.00 for anybody, anywhere that can break that punk's arm, or leg, or back, or anything. Call it a bounty, a reward or a Christmas present. I don't care, but I want him to pay dearly for what he's done to me. I promise you, Stan Lane will never see the day he'll run Jimmy Hart out of wrestling. NEVER!"

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LAWLER RECORD
P. O. Box
Hendersonville, TN 37075



were too stupid to listen. OK, that's their problem, too bad. But Hart owes me, and to get some payback either physically or financially from Hart, I've got to team up with guys I've been beating on for a long time. It's lucky they're willing to accept "converts" from the Family, or else I might be out in the cold. But it's a hard position to be in to really have no friends. I don't consider the Gibsons, or anyone like that friends yet, although I hope to soon. You can't turn something like that on and off. I've just got to show them they can trust me, and we'll see.

"But I've got something to do. People say, I'm cocky, I'm flashy, I talk myself up. I'm sorry, but that's just me. I've always been confident. I like to walk and talk, and show off. It's me, and I can't change now. But I always back up what I say. There's only one reason I think I'm good — because I AM GOOD.

"No if I can't change, I can make things change. I can put Hart out of business, and if the rest of the family are such stooges that they'll side with him over me, then I can put them out too. When you play with my pocketbook, and put threats on me,

STAN LANE'S PROMISE!

In a recent shocking turn of events, Stan Lane, one of the First Family's premiere members, "Disowned" his family and attacked president Jimmy Hart! The reason for this sudden occurrence was Lane's discovery of the fact that Hart had been cheating him and the other family members out of nearly twice the amount he was legally entitled to as their manager. Lane's presentation of Hart's personal business ledger to other members of the family, however, didn't convince them of Hart's treachery, as Hart called upon all his persuasive silver-tongued resources to convince them otherwise. Lane is now faced with getting revenge on Hart, and an added weight on his shoulders is the \$5,000.00 bounty Hart has placed on his head. We talked to Stan to get his feelings.

"The past couple of weeks have placed me in an awkward position," Lane said. "I tried to tell the rest of the family what Hart was doing, but they

you have to pay. Hart WILL pay, and anybody that gets in my way. It's gonna get physical, baby, accept it. That's the way it is.

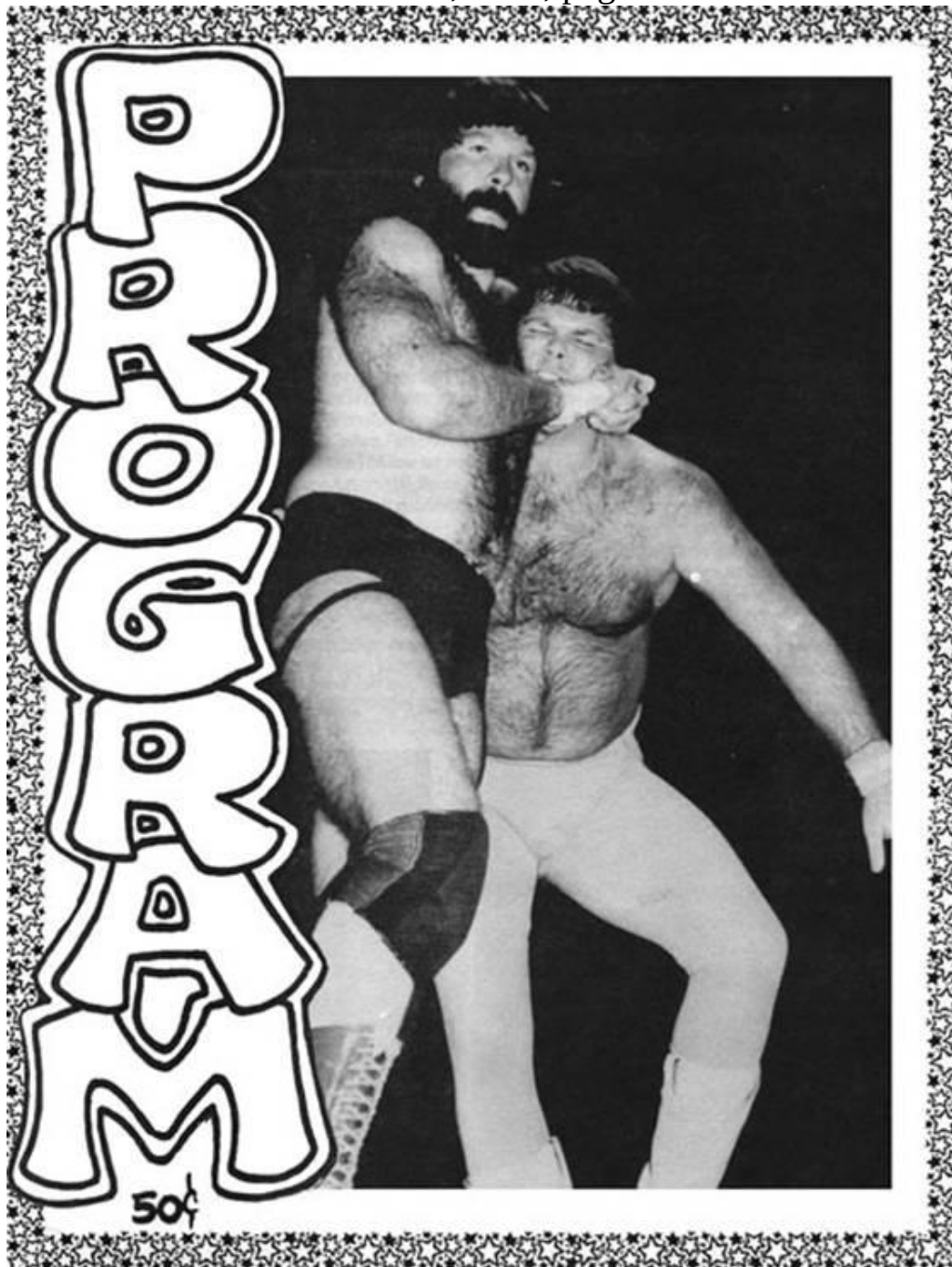
"Now I've done things to make people dislike me. I'll try to make up for it, if the fans will meet me halfway. Don't expect me to get real humble, cause I won't. Don't get mad if I talk myself up, or strut for the young ladies. I've said before, that's the way I am. But I've got one thing in mind—MAKE HART PAY! So when I walk down that aisle, looking as only I can look, and I go after Hart and his stooges. I want the fans to make their choice. I promise you this, if you choose me, and support me, I WILL remember! and I WON'T LET YOU DOWN.

"I'm the rich girl's lover and the poor girl's dream. When I say something, I mean it. When I do something, I do it right. It's no brag, just fact. If you accept me for myself, and for what I'm trying to do, then hey—we'll do it together!"

JIMMY HART'S FOTO FUNNIES!



Feb 14, 1982, page 1



Dutch Mantell - Determined!

After events that have transpired recently, Dutch Mantell has found himself both without the Southern Title as well as any satisfaction in the matter of the King, Jerry Lawler. The Dutchman is no quitter, and the acid tongued remarks of Jerry Lawler have served to make him even more determined than ever to put an end to Lawler's claims of superiority over Mantell.

However, some fans have questioned tactics that Dutch used in battling Lawler, and that irks him as well.

"Irrks, Hell!" Dutch said, "It makes me want to chew nails! Lawler tagged me in the head with more fists than I can count, and they question me for getting mad!

"Let me say one thing. In the last few minutes before I lost My belt, I was sure in my mind that I had Lawler's number, it was plain lady luck more than anything that beat me. I saw Lawler fiddling with his boot, and I thought he'd pull out a chain. I'd expected it, and I had my own ready. But the tables turned, Lawler got it and knocked me out. There was no wrestling talent involved in that. If the man was trustworthy, I'd never have come loaded down, and things would have been different.

"But that's in the past. I'm a proud man, and I don't appreciate Lawler's smart-alecky remarks about me. He's always been a bigmouth. But I would have thought he would have had the guts in him to accept a victory with honor and not go around shooting his mouth off. I do not sit around the drugstore all day and I am not the things that Lawler says I am, and all his fatmouthing just makes me more anxious to close his mouth.

"I will make this one promise, before this is over, I will have two things — a southern title belt around my waist, and a clear-cut, no bones about it win over Jerry Lawler. Jerry Lawler is a popular man, and a tough wrestler, but he's a loudmouth, and his actions lately have not been that of a king. We'll see for sure real soon."

To be quite honest, both Lawler and Mantell not only overstepped the bounds of the rules, but used questionable tact against each other. This seems to be a case of two fine wrestlers, two strong individual personalities in conflict over a principle. Both men in their own way believe they are right, and both have excellent arguments for the support of their side. The whole matter is in confusion, and could be for some time. Until a final confrontation is had between the two.



MEMPHIS. TENN
SUNDAY, Feb.14

MAIN EVENT

**Southern Heavy Weight
Title Match**

Jerry Lawler

-VS-

Dutch Mantell

**Southern Tag Team
Title Match**

Bill Dundee & Steve Keim

-VS-

The Midnight Express

Fighting stick on top of pole

Bill Dundee -vs- Tojo Yamamoto

\$5,000.00 Bounty Match

No Time - No D.Q.

Stan Lane

-VS-

Iranian Assassin
With Hart

Rick & Robert Gibson

-VS-

Sweet Brown Sugar
& Bobby Eaton With hart

Dream Machine -vs- Ric McCord

Cuban Assassin -vs- Roy Rogers

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wmc 5
Mantell Whips Lawler

Dutch Mantell has regained the American Wrestling Alliance Southern Heavyweight title by knocking off Jerry Lawler.

In other matches yesterday at the Cook Convention Center: Bill Dundee won over Tojo Yamamoto; Dundee and Steve Keim whipped the Midnight Express; Stan Lane outlasted the Iranian Assassin; Rick and Robert Gibson won by disqualification over Bobby Eaton and Sweet Brown Sugar; the Dream Machine defeated Ric McCord; Roy Rogers triumphed over the Cuban Assassin; and Gypsy Joe stopped Chief Thundercloud.

The Express Speaks The “PLAIN TRUTH”

EDITORS NOTE: This article contains slurs and insults which many fans may find objectionable. We were very close to not printing it, but decided to include it just to illustrate the kind of people the Midnight Express are, and why Steve Keim wants, not to beat them but cripple them.

“Steve Keim loves his daddy. They say love is blind, but in this case it’s deaf, dumb and stupid, too!” Dennis Condrey said. “He comes out on TV and tells a real touching story. It was touching to us. I touched my Pepto-Bismol. Randy touched his Kaopectate, and Norvell touched the TV to change the channel. He said his daddy ran away from home. He told his mother that he was gonna run away, and she said “on your mark, get set . . . Now Keim says his father was the only man to be shot down in 2 different wars. That just tells me about how good a pilot he wasn’t, right Randy?”

“That’s right, cousin”, Rose added. “His daddy didn’t get shot down in Germany, I got pictures of him playing cards in the bunker with Eva and Adolf. He goes all into a speech about how his father met his mother, but I was hopin’ to hear if they had any children that lived. Why didn’t Mr. Personality tell us how he housebroke his first dog? who cares, man?”

“You got it Randy!” Austin shouted. “He comes out on TV and gives us 15 minutes of General Hospital. I expected a Proctor and Gamble ad in the middle I cried so bad my teeth floated, specially when he read that poem from his mama to his daddy. As a poet, his mama was a good dishwasher. He talks about hardship, my daddy spent 8 out of 12 months one year in the Free Soup line in Memphis. Do I get 15 minutes on TV for that?”

“His daddy landed that plane in Hanoi and jumped out and yelled “I’m smart, whadday wanna know? I’ll tell ya when the president goes to the bathroom!” He got his medals from campaign contributions baby! Only reason I wish we hadn’t of insulted his daddy is because all we’ve seen for 2 or 3 weeks is Steve Keim coming out with oatmeal in his mouth crying and blubbing about his daddy. And he makin’ threats about me. I swear to ya, Keim, you come close to me and I’ll knock you out!”

There you have it. Some very obnoxious and disgusting comments from the Midnight Express. Just think of it as we do — a big handful of nails in their coffins if Steve Keim sees it. And we have a feeling he will.



Feb 14, 1982, page 5

STAN LANE IN ACTION!

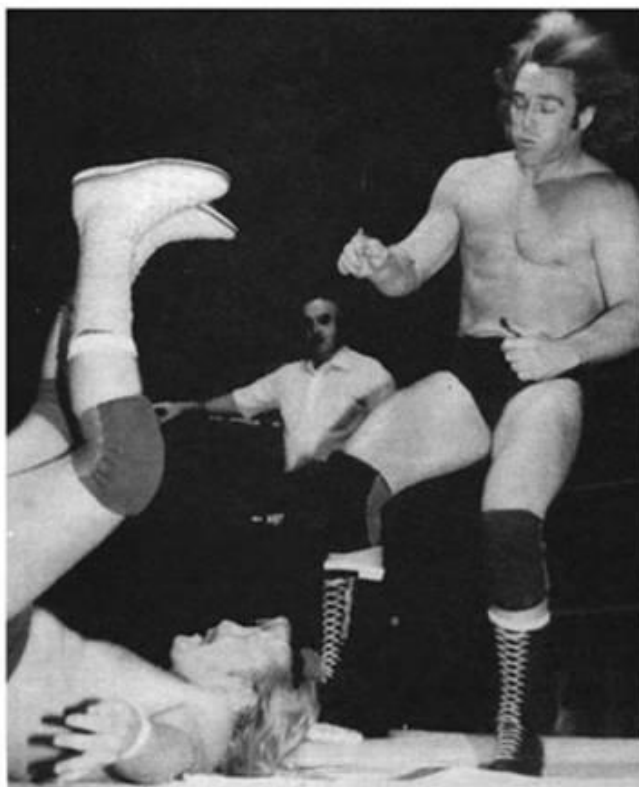


Feb 14, 1982, page 6

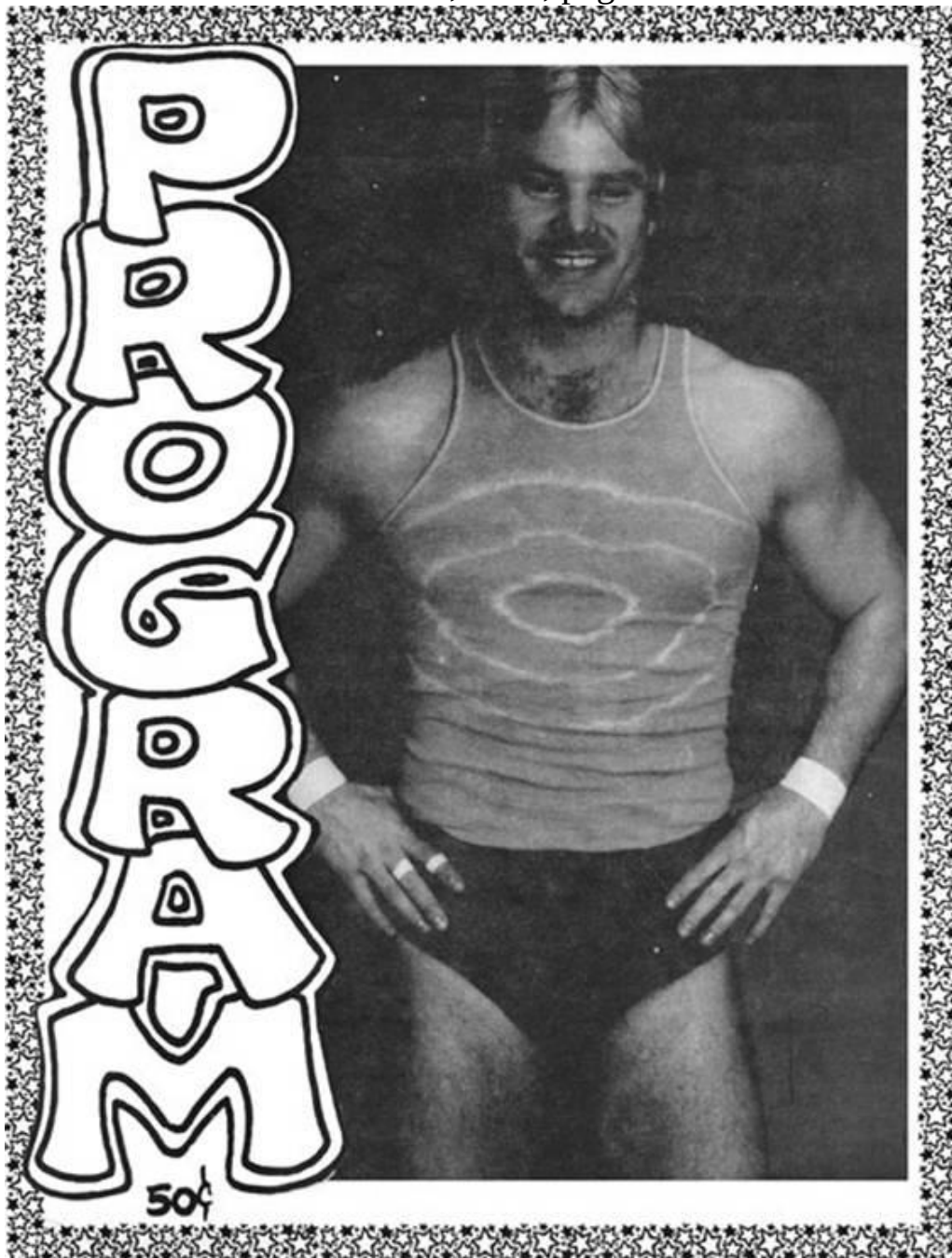
Steve Keirn's Message To The Express

"I've got one thing and one thing only to say, and if you people are looking to fill up a page in your program, you'll have to look some more, because this'll be short and sweet. I'm not gonna come out here and insult the Midnight Express, because insults are only painful mentally, and I wanna hurt them physically.

This is it — Express, and especially Norvell Austin, listen up. There have always been animals and scum like you who try to hurt people bad enough to put them out of wrestling. I always thought I was above that. I've found out I'm not. In the past, I've tried to win matches, and if I had a grudge against somebody I've put pain on them. But this goes beyond that, way beyond. I don't care what I have to do, or how I have to do it, anytime I see one of you, I don't care which one. I am gonna try my best to cripple you, hurt you so bad you'll never wrestle again. I will do this, I don't care what it takes, but take it not as a promise but an oath that when I'm finished with you not one of you filthy scums will ever climb in a ring again! I swear it!



Feb 22, 1982, page 1



Feb 22, 1982, page 2

THIS PAGE CONSISTS OF PAID ADVERTISING
BOUNTY INFORMATION
\$5,000 Reward For This Man

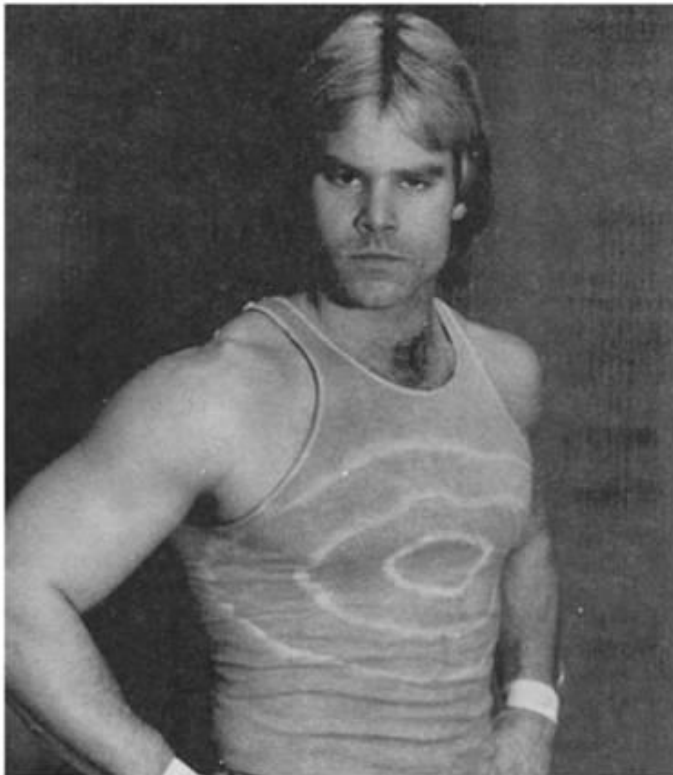
I, Jimmy Hart, Leader of the first family, do hereby reiterate my offer of a \$5,000.00 reward to any professional wrestler who can do physical damage to the person of the man pictured here, Stan Lane, to such an extent as to render him incapable of competing as a professional wrestler. Method of causing injury and extent or nature of injury left to the discretion of bounty claimant. Medical certificate signifying debilitating injury must be presented to claim reward.

Authentication of certificate may or may not be required to receive bounty payment.

This offer is open to not only first family members but any currently active professional wrestler. It will remain in effect until Stan Lane is removed from those ranks.

To present case for claim on the bounty, contact first family chief attorney Samuel J. Burnside.

Void where prohibited by law.



Feb 22, 1982, page 3

MEMPHIS. TENN
Monday, Feb.22
MAIN EVENT

Grudge Match

Steve Keim

-vs-

Norvell Austin

**Southern Heavy Weight
Title Match**

Dutch Mantell

-vs-

Bobby Eaton

With Hart

Bill Dundee & Steve Regal

-vs-

The Midnight Express

\$5,000.00 Bounty Match

Stan Lane

-vs-

Cuban Assassin

With Hart

Rick & Robert Gibson

-vs-

Sweet Brown Sugar

Dream Machine With hart

Tojo Yamamoto -vs- Ric McCord

Iranian Assassin -vs- Roy Rogers

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Mantell Keeps Title

Dutch Mantell retained the AWA Southern Heavyweight champion by defeating Bobby Eaton last night before 3,500 at the Mid-South Coliseum.

In other matches, Ric McCord stopped Tojo Yamamoto; Roy Rogers downed the Iranian Assassin; Rick and Robert Gibson drew Sweet Brown Sugar and The Dream Machine; Stan Lane beat The Cuban Assassin; Bill Dundee and Rick Gibson had a no-contest match with Dennis Condry and Randy Rose, with the referee stopping the bout; Norvell Austin won by disqualification over Steve Keim; and Stan Lane beat Jimmy Hart and Kenny Shane.



"I Gotta, Get A New Set Of Headphones For My Stereo!"



"I Told Ya, Get Outta My Seat, Lady!"

FOTO FUNNIES ★ FOTO FUNNIES



"Well For A \$5.00 Set This Isn't Such A Great View!"



"The Movie's Good, But This Popcorn Stinks!"

THIS PAGE CONSISTS OF PAID ADVERTISING
BOUNTY INFORMATION!
Baloney Sandwich Reward For This Man!

This is Stan Lane. You know, Jimmy Hart's been offering a whole lot of the money he stole from me to his "family" to cripple me. Now, I hear through the grapevine (and some helpful program editors) that he's making a public printed offer. Well I never let a good opportunity for a sure thing go by, whether it's in the ring, on a date or whatever, and this is a sure thing. With the people that already hate Jimmy Hart's stinkin guts, if I put a bounty out on him we'll be rid of him once and for all.

Now Hart thinks I'm \$5,000.00. Personally I think that's the bargain of the year, but I'm like everybody else, trying to fight inflation. So if I'm worth 5 grand, I figure Hart's worth about as much as a Baloney Sandwich, because he's full of baloney up past his eyeballs anyway.

Now, all you've got to do to collect the sandwich is take Hart's boney little frame and snap it like a pencil. To keep it fair to the bounty hunter, we'll limit this from little girls 12 and under and no paraplegics. Everyone else I figure has a better than average chance of whipping Hart.

Once you do this, just come right to Stan Lane, fight your way through all my lady friends and I'll hand you your reward. Specify mayonaise or ketchup please. Don't worry, Hart's efforts to the contrary, I'll still be around, looking as only I can look.

Offer void where prohibited by the Food and Drug Administration.



FIRST FAMILY ROLL CALL!

JIMMY HART - Top Rated Manager, founder, leader and president of the First Family of professional wrestling.

ROLL CALL

Sweet Brown Sugar - 224 lbs. Union City, TN, former Championship Wrestling TV Champion, co-holder Southern Tag Title and Tri-States Tag Team.

The Nightmare - 215 lbs. Parts unknown, former America's Heavyweight Champion, co-holder Southern Tag Title.

Speed - 212 lbs. Parts unknown, former America's Heavyweight Champion, co-holder Southern Tag Team.

Beautiful Bobby Eaton - 230 lbs. Huntsville, Alabama, former Mid - America Heavyweight Champion, CWA World Heavyweight Champion, co-holder Mid - America & Southern Tag Team Belts

The Dream Machine - 250 lbs. New Orleans, LA, former Multi - Term Southern Heavyweight Champion, co-holder Southern Tag Title.

The Iranian Assassin - 228 lbs. Tehran, Iran, former Middle East Heavyweight Champion, co-holder Southern Tag Title.

The Cuban Assassin - 230 lbs. Havana, Cuba, former South America Heavyweight Champion, Caribbean Heavyweight Champion.



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Chapter 3: Mar. 1982

Southern Tag Team Titles Change Hands

Bill Dundee and Steve Keirn started out another month as the Southern tag team champs but through a weird set of stipulations (in a singles match), they soon lost the belts to the Midnight Express. Steve Keirn and his tag partner, Bill Dundee, were in a series of battles with the Midnight Express when Keirn ended up in a personal feud with Express member Norvell Austin. Even though they were both members of teams, these two started to battle in singles matches. Norvell had gotten under Keirn's skin and refused to fight him anymore. This incensed Keirn because he wanted another match immediately. Before it was over, Keirn had agreed to a laundry list of stipulations in order to get Austin in the ring one more time. One of these stipulations was that the Southern tag titles would be on the line in this singles match. As usually happened in wrestling, the good guy could not overcome the disadvantage those stipulations placed on him. After months of trying, Norvell Austin, Dennis Condrey and Randy Rose, the Midnight Express, were finally the Southern tag team champions.

Or so they thought. Matchmaker Eddie Marlin came out and told everyone that the tag titles can't change hands in a singles match. He also let everyone know that he didn't sanction that title match, so he was declaring it null and void. Instead of giving the titles back to Keirn and Bill Dundee, however, Marlin declared the Southern tag titles vacant and set up a tag tournament for Monday Night, March 8.

The real reason for the title change was not made public at the time, but during the first week of March, Bill Dundee had sustained a pretty serious shoulder injury and would be out of commission for about six weeks.

The tag tournament was held March 8 in Memphis with Bobby Eaton and Sweet Brown Sugar defeating Rick and Robert Gibson in the finals for the belts. Eaton and Sugar also had to defeat Joe Stark and Roy Rogers in the opening round and then Stan Lane and Dutch Mantell in the semi-finals. Another match in the tournament saw Rick and Robert Gibson finally getting a clean win over the Midnight Express (Dennis Condrey and Randy

Rose). These two teams had feuded during January with the Gibson's always coming out on the short end.

There's an interesting side-note to the tournaments that the fans might not have realized. If the promotion needed to hold a tournament for upheld singles or tag titles, it would usually hold the tournament in each of their three big cities (Memphis, Evansville and Louisville). The outcome would always be the same in each city. The reason for this was to help each big city in the promotion to have its own sense of importance. The truth is the world was much smaller back then. If you were in Memphis, you couldn't e-mail or text your buddy in Louisville and see what the results were, etc., and you couldn't you look it up on the Internet. While there was people sending out wrestling newsletters back then, they were so underground, 99.99 percent of the fans didn't know about them.

Beautiful Bobby and Sweet Brown Sugar: New Southern Tag Team Champions

In early 1982, Jimmy Hart paired Bobby Eaton and Sweet Brown Sugar. From that day forward, the heel team was considered one of the all-time best tag teams in Memphis. In January 2007, MemphisWrestlingHistory.com ran a strictly unofficial poll on favorite Memphis tag teams from 1980-85. Eaton and Sugar were right up there near the top of the list.

Bobby Eaton showed up in the promotion back in September 1980. Eaton previously had an extensive run in Nick Gulas' Nashville promotion and was their Mid-American champion when it shut down. Upon his arrival in Memphis, Eaton was a heel and started defending the Mid-American belt in Memphis. By November 1980, Bobby had enlisted the managerial services of Jimmy Hart. At the end of 1980, Bobby lost a 'loser-leaves-town' match to Tony Charles and he was gone from Memphis until November 1981. Upon his return, 'Beautiful' Bobby picked up right where he left off and was a member of Jimmy Hart's crew. In a few short years, this tag-team legend would eventually be known for his partnerships with Dennis Condrey first, followed by Stan Lane along with manager Jim Cornette to form the team that would be remembered as the real Midnight Express.

Koko Ware started wrestling in Memphis back in November 1978. He literally started at the bottom and worked his way up to the top. Koko's entire career had been spent as a fan favorite until August 1981 when he

turned heel and joined Jimmy Hart's First Family. Hart renamed Koko "Sweet Brown Sugar." Sugar had one of the best dropkicks in wrestling and was known for his athleticism. His change to a heel quickly started to pay benefits, as Sugar and Stan Lane won the Southern tag titles within three weeks. In early 1982, when Lane turned to a babyface, Sugar started to fight more singles matches and was involved in a minor feud with Jerry Lawler. This future WWE Hall of Famer would have amazing years in the Memphis territory during 1982-83.

With Eaton and Sugar now holding the Southern tag titles, it brought a new dynamic to the territory. For the past few months, the tag scene had been dominated by Bill Dundee and Steve Keirn's title reign and the challenge from the Midnight Express. Now, here's a team with the belts that didn't even exist a month prior. Things were shaken up, but change was a needed factor to keep the product fresh and to make sure it wasn't becoming too predictable.

The new tag champs first title defense happened March 15 when they were disqualified against Steve Keirn and Robert Gibson. Steve and Robert came together because their partners, Bill Dundee and Rick Gibson, were both out with injuries. In a rematch on March 22, Eaton and Sugar got the pin on Keirn and Gibson. The last card of the month saw Rick Gibson return to Robert's side and they challenged for the tag titles. Unfortunately for them, the Gibson's could do no better and were defeated by Eaton and Sugar. This was a huge win for the champs and signaled that they were for real within the promotion.

Lawler versus Mantell Concludes

Dutch Mantell started the month off as both the Southern heavyweight champion and the Mid-American heavyweight champion. The Mid-American belt was put on the shelf during the entire Lawler-Mantell feud. Dutch had spent most of February as the AWA Southern heavyweight champion and gotten some key wins over the King. Along the way Dutch also earned a lot of respect from the King's fans. Not many wrestlers were able to take the battle to the King the way Dutch had done. The future feud between Bill Dundee and Jerry Lawler (with Dundee's first heel run against a babyface Lawler in June 1983) seemed to have used Dutch's technique as a learning tool, because Dundee implemented the same straight-ahead attack that Dutch had used. Usually Lawler's opponents would take a sneakier attack philosophy. What Dutch Mantell did was run straight into

Lawler, head-on and one-on-one with no retreat. In 1983, Bill Dundee did the same thing, the only difference was the 'Superstar' was in full heel mode. For Dutch, as well as Dundee, it was a highly effective approach that caught the fans off guard.

On March 1, Dutch's reign came to an end when Jerry Lawler got the hard-fought win and the Southern belt back around his waist. Dutch took off March 8 to tag with Stan Lane and compete in the Southern tag team tournament. Jerry took the opportunity to successfully defend the Southern belt against Norvell Austin on that card. The following week, on March 15, Dutch and the King ended up taking their fight into the second deck of the Mid-South Coliseum and referee Jerry Calhoun had no choice but to declare the match a 'no contest,' which meant the King kept his belt.

On the Saturday morning, March 19th TV show, Dutch came out and challenged Jerry Lawler to put the Southern title on the line in a 'loser-leaves-town' match right there on TV. Lawler, wanting to end the feud, looked at this as a quick means to an end and agreed to the match. The fans that Saturday morning were stunned when Dutch came out on top. Even though the tactics used were a bit questionable, Dutch took the Southern title and told Lawler he needed to leave town. Eddie Marlin soon came to make the save though. He told Lance Russell the title match, as well as the 'loser-leaves-town' stipulation, had been unsanctioned. This, on top of the questionable tactics Dutch used to get the win, set up a huge rematch two days later, on March 22.

As that last match was about to happen, the fans were completely into the feud—so much so they were even wondering if Mantell might be the guy the King could not get past. The final card of the month had Dutch Mantell defending the belt against Jerry Lawler in what was billed as the 'Final Conflict.' This match also had the 'no time limit - no DQ' stipulation added. To make it even more final, the ring ropes were wrapped in barbed wire to ensure the action stayed inside the ring.

The battle waged on between these two warriors. There were many 'two counts' made, both ways. Each man made their signature finishing moves, both men kicked out. As the battle looked like it was going to go on for a long time, both men came off the ropes and accidentally butted heads. A stunned Dutch fell to the mat on his back. An equally stunned Lawler bounced back into the ropes and fell forward, on top of Dutch. Referee

Jerry Calhoun made the count, 1-2-3, and just like that, it was over—Jerry Lawler had won the match and the feud was over.

How Do You Undo It

Ok, you had Jerry Lawler and Dutch Mantell go at it really hard for the entire first quarter of the year. While teasing heel turns by Dutch, both stars did maintain their babyface appeal throughout the entire feud. Dutch repeatedly got wins over Lawler during the build up to the finale. The question arises—how do you undo what you’ve been doing for months while not killing the momentum both wrestlers currently have? It’s all in how that last match was planned out. Particularly, the end to this blow-off match was as close to perfection as you could get.

Traditionally the babyface (Lawler) would destroy the heel in the blow-off match. Be it Jimmy Valiant, Joe Leduc, Austin Idol, etc. After that, the heel would usually disappear from the promotion soon thereafter. With this babyface feud, Jarrett didn’t want to kill any momentum either man had, so having Lawler destroy Dutch would have been stupid and done nothing but kill Dutch’s new credibility within the promotion.

In the eyes of Jerry Lawler’s fans, they were relieved that the King landed on Dutch after that match-ending collision. Dutch’s fans knew that it could have just as easily been Dutch that had bounced off the ropes and fell on top of Jerry Lawler for the pin. By the same token, many of Jerry Lawler’s fans breathed a sigh of relief that the feud was over because the idea of Dutch dethroning the King was completely believable. They knew the King had gotten by Dutch by pure luck.

While this feud is sometimes overlooked by fans and wrestling historians alike, when people talk about the big Memphis feuds, it rates up there for many of us who learned how to appreciate a true babyface feud back in 1982.

Nightmare No More

‘Nightmare’ Danny Davis had a busy month. Davis lost his mask in a match, left in-ring wrestling, turned babyface and started a feud with manager Jimmy Hart. Danny was tired of seeing a manager like Jimmy Hart take advantage of wrestlers and take their money. He wanted to be a manager that would be fair with his guys. At this point, Danny was even accompanying Jerry Lawler to ringside as his manager.

With this as Danny’s agenda, Jimmy Hart was his natural enemy. Hart was still a huge part of the Memphis territory and was busy bringing JR

Hart along as his protégée. Danny continued this angle for a few months before returning to the ring full time. In 1983, the Galaxians showed up and picked up right where Nightmare and Speed had left off, only they were part of Jim Cornette's 'Dynasty' stable, not Jimmy Hart's 'First Family.'

Midnight Express

Even though he was not a member of their team, Bill Dundee and his shoulder injury had brought the Express's momentum to a standstill. During the month of March, the Midnight Express found their feud with Bill Dundee and Steve Keirn on hold, and because there wasn't an available top-tier team for the team to feud with they were left out in the cold. This left the Express relegated to mid-card status and more often than not fighting rookies. It would not be until Dundee's return in mid-April that the Express would get off the back burner and start shooting up near the top of the cards again. Things didn't look good for Dennis Condrey, Randy Rose and Norvell Austin in March, but the Southern tag titles would eventually be in their future.

Lower Down

Speaking of the mid- and lower-level matches on those Monday night cards, in them you still had veterans and rookies going at it. The dynamic was different than at the top of the cards. Most of these matches were not feud based, so in other words the wrestlers in them were not being interviewed by Lance Russell on the Saturday morning show. In these matches you usually had some legendary wrestlers like Tojo Yamamoto, Gypsy Joe, Luke Graham, The Angel and the Dream Machine. On the other side of the ring you more often than not would find the young, green kids like Roy Rogers, Eric Embry, Ric McCord, Joe Stark, Bobby Fulton, David Price and others. It was the veteran's job to help these kids learn the ropes in the wrestling business. As discussed before, Tojo Yamamoto and Jackie Fargo were responsible for Jerry Jarrett's in-ring training and Jarrett was a big proponent that you learned by doing. How better to learn ring psychology than to be in the ring fighting against Tojo Yamamoto and watch him make the fans hate him. These young men had the best training in the world. Some couldn't hack it and faded away while others became wrestling superstars. Most found their way into the world of professional wrestling and were able to make a living doing what they loved. Jerry Jarrett realized the importance and the responsibility of 'restocking the pond,' and knew

the consequences for not bringing up and teaching the new talent could mean the eventual end of professional wrestling.

Even though all those matches at the bottom of the Monday night cards might not have seemed very important, the reality is they were vital. Because of those matches, new superstars were found and trained, all because of their 'on-the-job' training they got every Monday night.

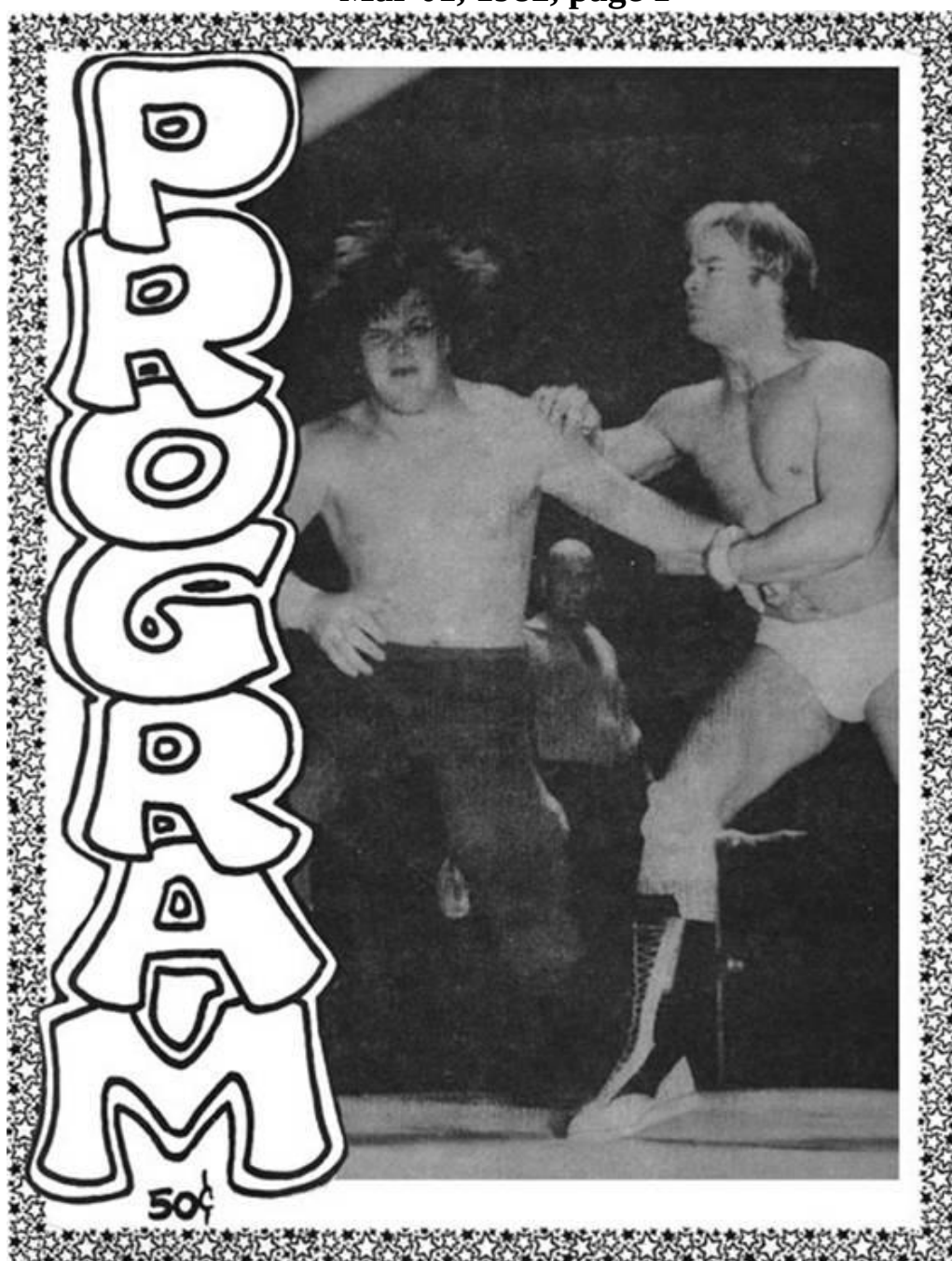
March 1982 Jarrett Promotion Schedule

- Mon Mar 1: Memphis, TN
- Tue Mar 2: Louisville, KY
- Wed Mar 3: Evansville, IN
- Thu Mar 4: Nashville, TN
- Fri Mar 5: Tupelo, MS
- Sat Mar 6: Memphis TV & Nashville, TN
- Sun Mar 7: Lexington, KY
- Mon Mar 8: Memphis, TN
- Tue Mar 9: Louisville, KY
- Wed Mar 10: Evansville, IN
- Thu Mar 11: Campbellsburg, IN & Amory, MS
- Fri Mar 12: Tupelo, MS
- Sat Mar 13: Memphis TV & Nashville, TN
- Sun Mar 14: Louisville, KY
- Mon Mar 15: Memphis, TN
- Tue Mar 16: Springfield, OH
- Wed Mar 17: Evansville, IN
- Thu Mar 18: Clarksdale, MS
- Fri Mar 19: Tupelo, MS
- Sat Mar 20: Memphis TV & Nashville, TN
- Sun Mar 21: Jackson, TN
- Mon Mar 22: Memphis, TN
- Tue Mar 23: Louisville, KY
- Wed Mar 24: Evansville, IN
- Thu Mar 25: Wardell, MO
- Fri Mar 26: Tupelo, MS
- Sat Mar 27: Memphis TV & Nashville, TN
- Sun Mar 28: Idle

- Mon Mar 29: Memphis, TN
- Tue Mar 30: Louisville, KY
- Wed Mar 31: Nashville, TN

March saw 35 different shows being put on by the Jarrett promotion. All across the territory, sold-out shows were happening. At small venues, like YMCA's, American Legion Halls, VFWs, high school gyms, rec centers (basically anywhere they could put a ring and some seats), people were paying to watch wrestling live, and the best ticket across six states was being sold by Jerry Jarrett. The promotion was having monthly shows in Arkansas, Indiana, Kentucky, Mississippi, Missouri and Tennessee.

Mar 01, 1982, page 1



BOBBY EATON CHALLENGES EVERYONE!

We recently received a phone call from "Beautiful" Bobby Eaton, (Beauty being in the eye of the beholder), and he began his rather one-sided conversation, or tirade with the statement "I've got a challenge!"

"Now we hear challenges from different wrestlers almost every day, but this is the first time we can remember that a wrestler wanted to challenge EVERYONE in the area!" This is what Eaton had to say:

"I'm gettin' a little sick and a lot more tired of not gettin' any recognition around here, even though I've been beatin' the te-total snot out of punks right and left for months! Every time you ask somebody who the top man is around here, they always say "Jerry Lawler, Dutch Mantell, Bill Dundee," on and on and on, they never tell the truth and say the pride of Alabama, beautiful Bobby Eaton, even though I ain't been beat since I been here. Matter of fact, I ain't never lost a wrestlin match in my life. Ain't no need to look it up, I don't lie.

"So here's what I wanna do. Bring 'em on and line 'em up, baby, anybody that wants a piece of beautiful Bobby 10, 12, 14 of 'em. I don't care. Then just send 'em down that last mile. Take them 13 steps on down the ring one at a time, and the



pride of Alabama's gonna put 'em on their backs. Roy Rogers, send him on, Little Tricky Ricky McCord, run him on in there, then Thundercloud, Regal, Mantell, push them on in, The Gibson Sisters, I'll whip those punks both at the same time, then crybaby Steve Keirn, Little Willy Dundee, that traitor turncoat Benedict Arnold, dog trash scumbellied, Stan Lane, I'll pick up \$5,000 for beatin' him till his hair falls out, and then finally the one man I want most of all—Jerry Lawler.

"Lawler, you're the one I want more than anything, so after I warm up by fanning those other punk's fannies, I'll put this big hamhock right fist of mine up side your head so many times you'll have knots on your head shaped just like that funny-boy crown you wear. You just pick up anything that looks tasty to ya and bring it on. The beautiful one wants to be top man around here, and if I have to whip everybody but the popcorn vendor to do it, I will! but Lawler, I'll take special pleasure in doin' you in, cause it's a well known secret how bad I hate you.

"So you red-neck idiots out there just pay attention to me from now on. 'cause Beautiful Bobby Eaton's gonna make waves and drown some people around here."

MEMPHIS. TENN
Monday, MARCH 1
MAIN EVENT

**Southern Heavy Weight
Title Match**

Dutch Mantell

-vs-

Jerry Lawler

**Southern Tag Team
Title Match**

Bill Dundee & Steve Keirn

-vs-

Dream Machine & The Monk
with Hart

Bill Dundee & Steve Keirn
& Stan Lane

-vs-

Sweet Brown Sugar & Bobby Eaton
& Kenny Shane With Hart

The Midnight Express

-vs-

Joe Lightfoot & Thunder Cloud

Rick & Robert Gibson

-vs-

Cuban & Iranian Assassins
with Hart

Tojo Yamamoto -vs- Roy Rogers

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Mid-South Coliseum

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Saturday Morning - 11:00



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Lawler Captures Crown

Jerry Lawler has regained the Southern Heavyweight Wrestling title.

Lawler beat Dutch Mantell last night in the main bout of the wrestling matches at the Mid-South Coliseum to regain the crown before 7,262 fans.

In other matches, Roy Rogers defeated Tojo Yamamoto; Rick and Robert Gibson defeated the Cuban and the Iranian Assassins; Gypsy Joe defeated Rick McCord; Stan Lane and Bill Dundee defeated Bobby Eaton and Sweet Brown Sugar; Midnight Express, the Monk, and the Dream Machine had their match stopped and declared no contest; and Steve Keirn defeated Norvell Austin in a chain match.

SOUTHERN TAG BELTS ... IN DEMAND!

We in this area are currently seeing a battle for the Southern Tag Title like that which has never been fought before. The contestants Bill "Superstar" Dundee and Steve Keim, the current champions, and the unholy Triumvirate known as the Midnight Express - Dennis Condrey, Randy Rose, and Norvell Austin. Fuel has been added to the fire by the repeated slurs and insults directed at Keim's father by the Express, and Norvell Austin in particular. The Express' main goal seems to be the belts, which will signify their domination of the tag team scene, but Dundee and Keim's ultimate goal seems to be not only to retain the belts, but to get revenge on the Express and drive them out of the area completely.

"It's plain and simple," Keim said. "Those three scums not only don't deserve to be champions, they don't deserve to live, and we're not gonna let 'em do either one!"

"That's right!" Dundee added. "The Express, and especi-ly Norvell Austin, had better listen to what we say. It's gone beyond a wrestling match, way beyond, so when you three punks come in that ring, don't come to wrestle, come to fight!"

The Express, as expected, took a slightly different view.



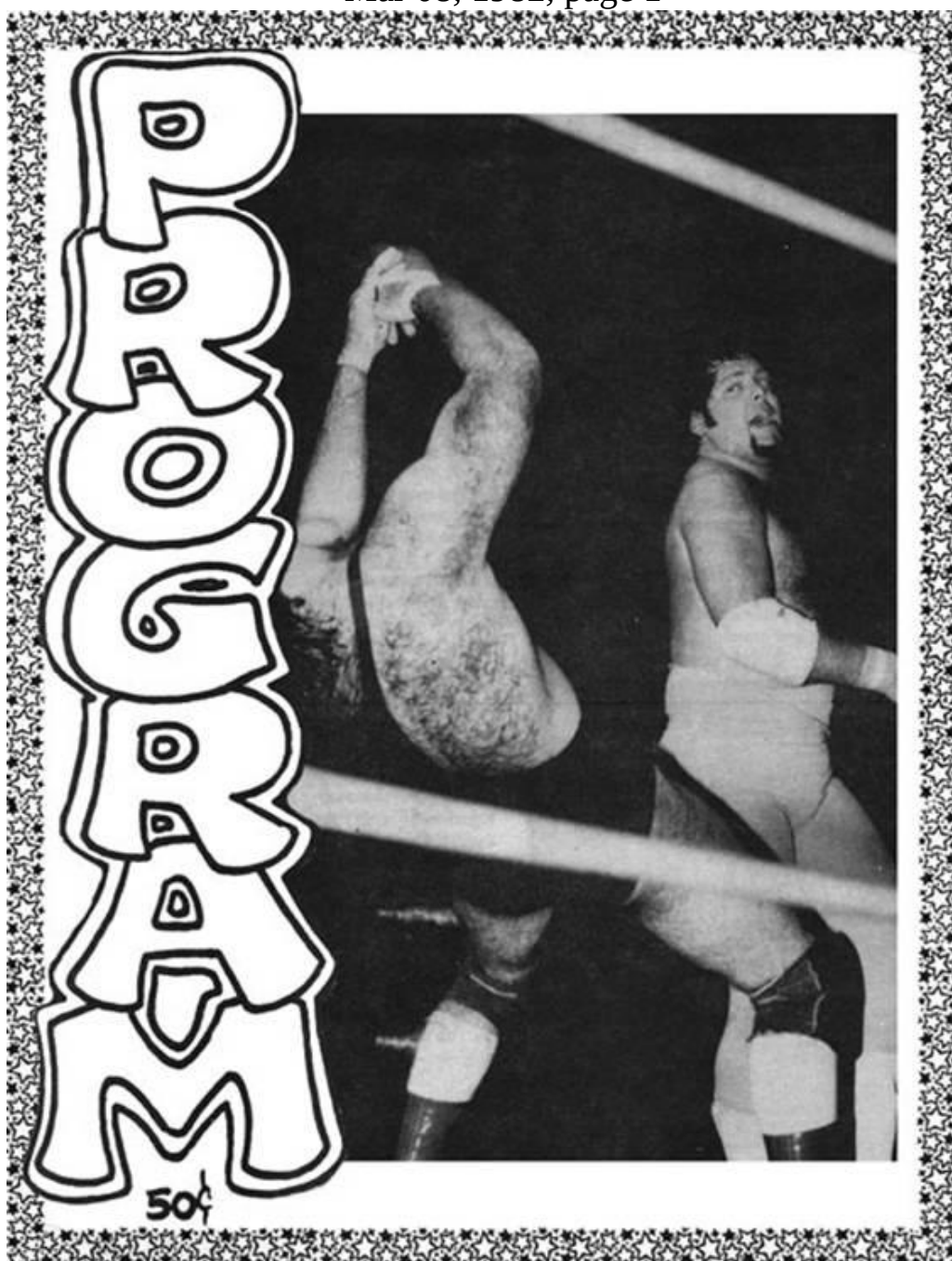
"Lemme tell ya somethin!" Condrey screamed. "I would tell ya what we think of Dundee and Keim, but it would give diarrhea a bad name. Matter of fact I can't think of any clean words to say at all right now, so talk to my first cousin here!"

"Yeah, talk to me" Rose interrupted. "I'll tell ya what's goin on around here. The Midnight Express are your next Southern Tag Team Champions, and once we got them belts you ain't never gonna get rid of us! And mush-mouth Steve Keim is the one we want most, and we're gonna do a number on him like ain't never been done before. Keim, we're gonna give you a Chinese blood test, cause we'll make your eyes squint and your nose bleed! Right Norvell?"

Austin's only reply was an ear-piercing blow on his whistle.

Whichever team is right, we're in for a full scale war, and the Southern Tag Belts will be the prize.

Mar 08, 1982, page 1



JIMMY HART'S NEWEST PROTEGE—KENNY SHANE!

It was just recently that first family president, Jimmy Hart, unveiled his new First Family President, Kenny Shane. We went to Hart to try to get some background on Shane, but as usual all we got was more of Hart's egocentric ramblings. Still, we decided to share his comments with the fans. As they give some warning of what we'll now be having to put up with.

"You know, it had to come," Hart said. "I knew I would have to take on a vice-president. Because things were just getting too hectic for me, especially since I'm emerging as a major star in the business. But I couldn't find the right man, someone with the right qualities to be important in the family, to take on authority over the greatest group of professional athletes in the world.

"Then I found Kenny Shane. He risked harm to himself to come out and save me on TV. I talked to him after that and found out he had a lot on the

ball. Sure, he had a little redneck in him. He looked a little bit like these Hillbilly Fans, but I saved him I fixed him up. New haircut, some nice new clothes. I wasn't worried about his appearance cause I knew his mind was the thing I wanted.

"The First Family is spreading out. Baby, it's gonna get real big pretty soon. Cause I've got people coming in from all over the country, and I've got calls out to a lot more. My new hit record, "We hate school" is takin the south by storm and it's headed toward a national top 40 hit. And even though I am, as everyone knows, the world's greatest manager, even I can't be in two places at once. By delegating some of my authority to Kenny, I can turn my attention to only the most important aspects of my careers.

"But Kenny will be a great help to me in other ways. As an active, experienced wrestler he is taking over all the Family's training sessions. Because he knows first hand what to train and how to train it to achieve the best effects, keep up Sugar's leaping legs and Bobby's lean mean look. He goes over video tapes with me to point out any mistakes a Family member makes in a bout. Even though they're very few and far between. And of course everyone will soon have the pleasure of seeing him at ringside, where he'll help coach my new. Of course, I've told him to instruct, not obstruct. So he'll never interfere, just as I don't.

"With more of my time being devoted to business affairs. I had to find a man I could trust to handle these tasks. With Kenny, I don't have to worry at all. And I'm sure the fans will come to love him as they love me!"



MEMPHIS. TENN
Monday, Mar. 8
MAIN EVENT

**Final of Southern Tag
Team Title Tournament**

**Southern Heavy Weight
Title Match**

Jerry Lawler-vs-Norvell Austin

**2nd Semi-Final of
Tournament**

**1st Semi-Final of
Tournament**

**1st Rounds of
Tournament**

Rick & Robert Gibson

-vs-

The Monk & The Angel

Dennis Condry & Randy Rose

-vs-

Bill Dundee & Steve Keim

Sweet Brown Sugar &
Bobby Eaton

-vs-

Joe Stark & Roy Rogers

Luke Graham & Dream Machine

-vs-

Dutch Mantell & Joe Lightfoot

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Tag Crown Is Sweet

Bobby Eaton and Sweet Brown Sugar defeated Robert and Rick Gibson to win the AWA Southern Tag Team Tournament wrestling finals at the Cook Convention Center.

In the opening round last night, the Gibsons stopped the Monk and the Angel, Dennis Condry and Randy Rose got by Steve Keim and Ric McCord, Sugar and Eaton defeated Joe Stark and Roy Rogers and Dutch Mantell and Stan Lane beat Luke Graham and The Dream Machine. In the semifinals, Sugar-Eaton beat Lane-Mantell and the Gibsons beat Rose-Condry.

In regular matches before 3,000 fans, Stan Lane beat Gypsy Joe, and Jerry Lawler successfully defended his southern heavyweight title by defeating Norvell Austin.

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STAN LANE SAYS: "SHANE CAN'T SAVE HART!"

"Jimmy Hart's been going around to everybody he can come saying he's so busy he has to hire Kenny Shane into the Family to help out and all this assorted garbage, and anybody that believes that still puts cookies and milk by the fireplace on Christmas Eve. Hart's so crooked they won't even pass him the collection plate in church. I thought everybody might like to hear the real reason why Hart's got that bonerack Shane slinking around with him, and I'm gonna tell you!"

"Hart's got a bad case of Yellow Jaundice. He's a coward, he's scared. He downs two bottles of valiums every day cause he knows I'm gonna get him. I don't just mean get to him. Cause I've gotten my hands on him several times. I mean get him. Get rid of him finish him for good. And he knows that I'd just as soon do it while he's at ringside for another match or even on the street.

"So what he's done is he's gone out and got him a bum wrestler like Shane, and promised him

alot of money to keep an eye on his back while he's at ringside advising the Family, because Hart can't concentrate on watching a match and watching for me at the same time. I wouldn't be surprised if he stops going to the ring and just sends Shane so I won't have a chance at him at all. Plus he knows that the two of 'em runnin around carrying those little funny-boy canes are twice as dangerous as one. So to sum it all up the only reason Shane is around is to cause more trouble and try and keep me away from Hart.

"We'll let me say something to everybody, all I've heard from the fans since I left the Family is "You're the man to whip Hart. You can get him." and that makes me feel good. Cause I told everybody that if they accepted me, if they accepted my flashy streak and my cocky streak, that I'd do something for them - get rid of Hart. Well I've got a lot of friends now. And a lot of fans. And I like it. I like the young ladies cheerin for me. I like 'em all. And just for them, I'm gonna make Jimmy Hart so sorry that he doublecrossed me that he'll curse his mother for givin birth to him.

"I've already whipped just about everybody in the Family. When I get physcial. Baby, I do it like it oughta be done. Now things are set to rock and roll. I'm comin straight on for you, Hart. And I'll get you.

"Oh - one more thing! Kenny Shane, if you get in my way, I'll put the big one on you, and if you don't go down you'll do some awful funny things standing up!!"





THE SUPERSTAR!

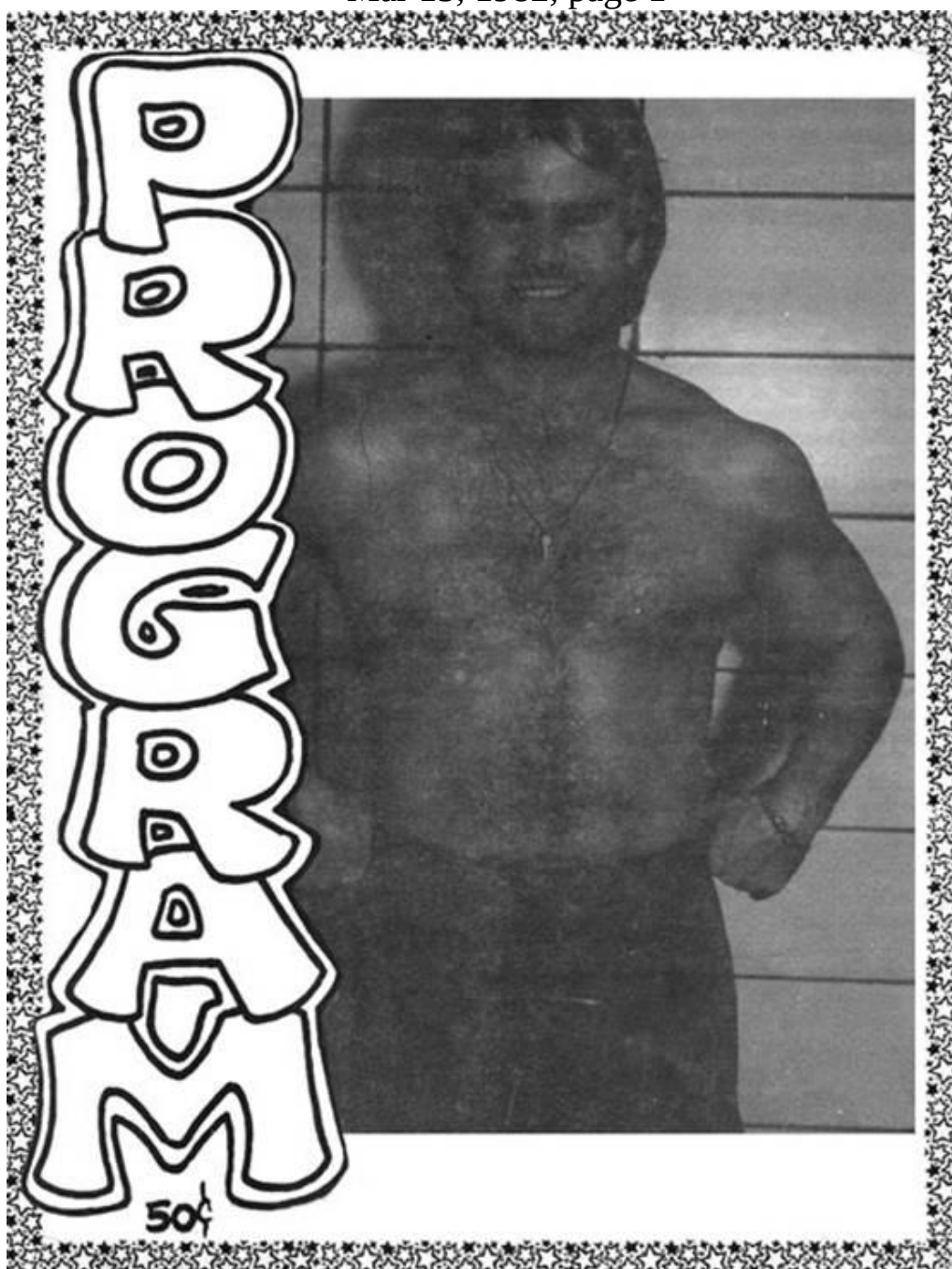




SUGAR & EATON
-VS-
THE GIBSONS!



Mar 15, 1982, page 1



LAWLER VS HART—ON TOP 40 CHART?

There are quite often interesting events concerning wrestling stars in this area away from the ring, but we at action ringside can't ever remember anything to compare with the current situation involving Jerry "The King" Lawler and Jimmy Hart. Both men have just released brand new records and this has opened up a whole new field of rivalry for the two bitter enemies, who have done just about everything but commit suicide to see who would draw the biggest crowd at the funeral, and just like everything else, they both feel their record is the best and what the other did is garbage.

"Jimmy Hart put out a single, and I put out an album," Lawler said. "I figure that's about right because that's 12 songs to one, and I'm at least 12 times better than him and that's being charitable. The only reason Hart was ever in a band that sold millions of records is because he owned the truck to haul their equipment around. I'm not surprised he sings about hating school, because the way he

writes songs he never went. All you people just watch the charts for my album. "Jerry Lawler and the Nunnery Brothers Band", because Jerry Lawler 'is' the King, and I can do everything!" Lawler is confident as usual, but so is Jimmy Hart. "Man, Lawler couldn't carry a tune if it had Krazy Glue on it!" Hart squealed. "He sings like a worn-out milk cow. My new single, "We Hate School", is on the biggest radio stations in the south. The only radio station playing Lawler's album is the school for the deaf! "We Hate School" has top 40 written all over it, and I guarantee you people will forget about Elvis Presley, Mick Jagger, Bob Segar Tommy Dorsey and anybody else that's ever made a record when they hear me 'Rock Out', brother. Take it to the bank, baby!"

To be quite honest even though it pains us, Hart's single is a well-done, hot single that could be a hit, but on the other side the King's new album is his best yet and features classic songs by songwriters such as The Everly Brothers, John Phillips and Neil Young. Both records could very well top the charts.

What we would suggest to end the controversy over this argument is for everyone to pick up a copy of each record, decide which one you like the best, then call your local radio station and request that they play it. Which ever gets played most will certainly become the biggest hit. Both records are available at many of the arenas around the area, and also select record stores. If your local store doesn't carry them, ask them to!



Mar 15, 1982, page 3

MEMPHIS. TENN
Monday, March 15

MAIN EVENT
Southern Heavy Weight
Title Match

No Time - No D.Q.

Jerry Lawler

-VS-

Dutch Mantell

Southern Tag Team
Title Match

Sweet Brown Sugar &

Bobby Eaton

-VS-

Rick & Robert Gibson

Stan Lane & Steve Keim

Danny Davis

-VS-

The Midnight Express

Luke Graham & Dream Machine

-VS-

Roy Rogers & Rick McCord

The Monk & The Angel

-VS-

Joe Stark & Thunder Cloud

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Mid-South Coliseum

Watch T. V.'s Wrestling
Saturday Morning - 11:00

Lawler Vs. Mantell
Called No Contest

With the heavyweight title on the line, champion Jerry Lawler and Dutch Mantell finally wound up battling in the second deck of the Mid-South Coliseum last night before the match was stopped by the referee and declared no contest.

In other bouts which drew 5,050 fans: The Monk-the Angel beat Joe Stark-Chief Thundercloud; the Dream Machine-Luke Graham beat Roy Rogers and Ric McCord. The Midnight Express beat Roy Rogers-Steve Keim-Danny Davis, and Keim-Robert Gibson won by disqualification over Bobby Eaton and Sweet Brown Sugar with the losers retaining the belt.

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A 'NEW' HART!

No, don't get your hopes up by the title of this article that we'll be seeing Jimmy Hart turn over a new leaf. The Hart we're referring to is J.R. Hart, better known as Kenny Shane!

The latest we hear from Hart, and believe us we hear from him much too often. That's the name Shane will be known by from now on. Hart, in his transformation process he puts just about all First Family members through, has decided to go all the way on this one and turn Shane into a veritable clone of himself.

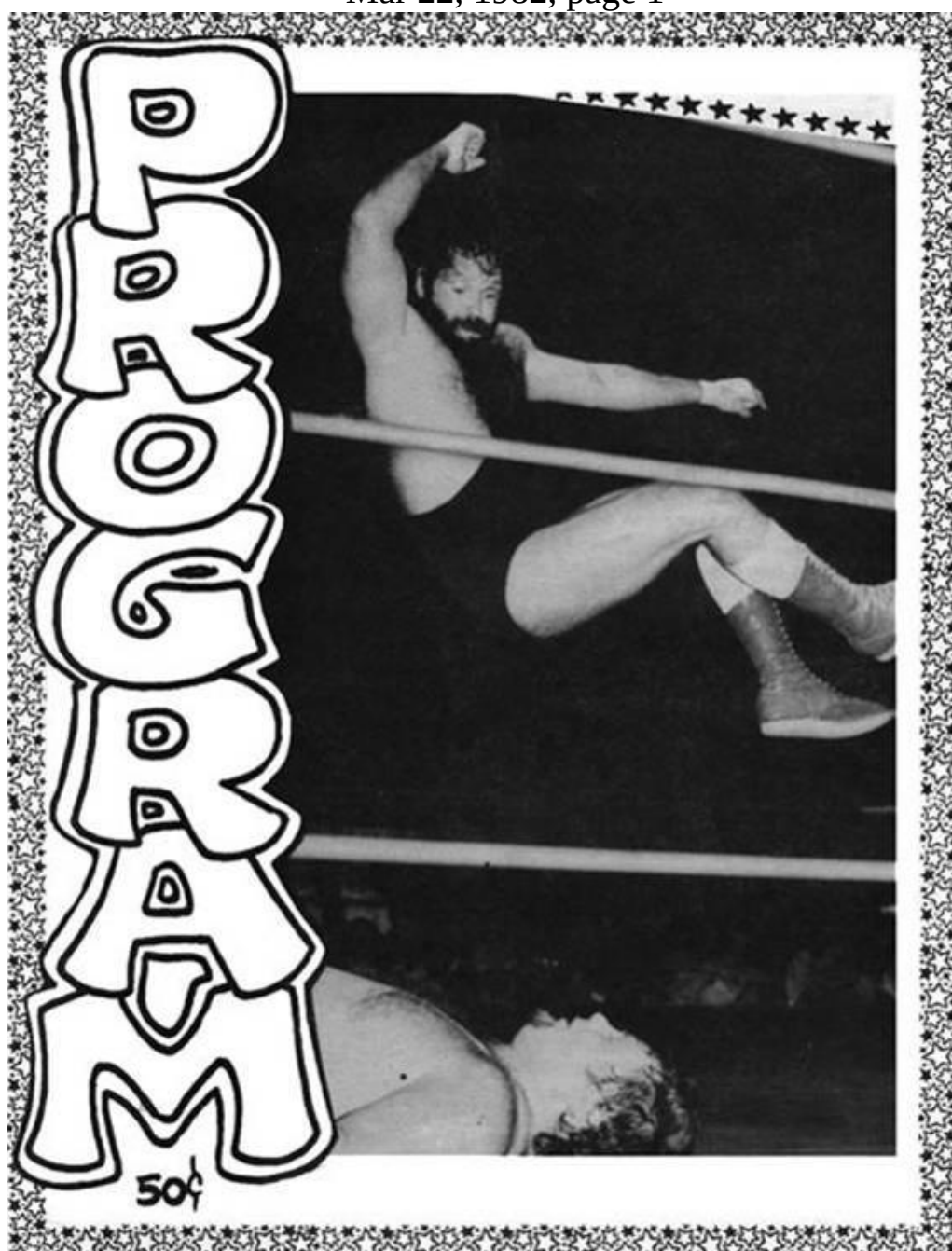
Shane has begun dressing like Hart, carrying a

cane like Hart, wearing his hair like Hart (even the same color), and he's finally taken on the crafty manager's name. In this brainwashing process, (although many fans feel Shane has nothing to wash), we have acquired the single least needed thing in the entire area—Two Jimmy Harts!

Only time will tell if J.R. Hart will become as obnoxious and interfering as Jimmy Hart, but since we've heard rumors Jimmy plans to adopt him, we'd bet money on it. With Jimmy Hart as a teacher, we can only imagine the future J.R. Hart has in store—and we don't want to think about it!



Mar 22, 1982, page 1



HART SAYS: "DAVIS IS AN AMATEUR!"

Needless to say, Jimmy Hart was not overjoyed by the news that a former member of his family is now the manager of Hart's bitter enemy, Jerry "The King" Lawler. But by the time we got in contact with Hart, the sneaky little manager had managed to disguise his hysterical anger by adopting an attitude of "who cares?" Here are his statements, but don't let them fool you. This man is seething mad over the subject of Danny Davis, and a little scared as well.

"Hey, man," Hart smiled, "Doesn't bother me a bit. Davis is an amateur, he's no competition for me. Because I have managed more champions than he's ever even seen! It doesn't matter. I don't want to say anything bad about anyone, but Davis didn't quit the Family, he was disowned. He was losing, and I don't like losers. So I told him to go get a job workin' on a garbage truck or washing dishes or something. But he wasn't qualified for that, so he got a job working for Boxcar Lawler.

"Well there's only one thing. I loaned Danny Davis \$5.00 a couple of months ago, and he never paid me back, so I've contacted First Family chief attorney, Samuel J. Burnside about suing him and getting an order preventing him from managing 'til he pays me back. Not that I'm worried about competition or anything, it's just the principle of the matter."

But why, we asked, don't you just **WRESTLE** Davis to settle your differences and winner gets the \$5.00?

"Ah, uh . . . well I . . . I don't Uh . . . I don't think that would, ah, be, well, you know, a proper, ah . . . listen, I haven't got anymore time to talk, I've got work to do — case closed!"



**Memphis, Tenn
Monday, March 22**

MAIN EVENT

**Southern Heavy Weight
Title Match**

No Time Limit - No D.Q.

Jerry Lawler -vs- Dutch Mantell

**Southern Tag Team
Title Match**

**Sweet Brown Sugar
& Bobby Eaton with Hart**

-vs-

Steven Keirn & Robt. Gibson

Handicap Tag Match

**Stan Lane - Eric Emery
Danny Davis**

-vs-

**Luke Graham - Dream Machine
JR Hart - Jimmy Hart**

**Dennis Condry & Randy Rose
with Austin**

-vs-

Roy Rogers & Joe Stark

The Monk & The Angel

-vs-

Rick McCord & Tom Maley

Norvell Austin -vs- David Price

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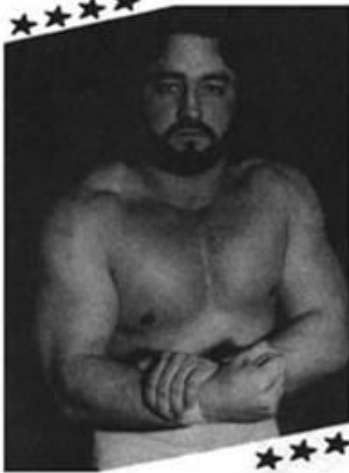
Mantell Takes AWA Title

Dutch Mantell is the new AWA Southern Heavyweight champion.

Mantell beat Jerry Lawler in last night's main event at the Mid-South Coliseum before 6,220 fans.

In other bouts: Norvell Austin stopped David Price; Randy Rose-Dennis Condry won over Roy Rogers-Eric Embry; Luke Graham-Dream Machine-Jimmy Hart-J.R. Hart won a handicap battle over Danny Davis-Eric Embry-Stan Lane. In the AWA Southern Tag Title match, Bobby Eaton and Sweet Brown Sugar retained the belts with a victory over Steve Keirn and Robert Gibson.

DANNY DAVIS ... HART'S COMPETITION!



Jerry "The King" Lawler has always been a man full of surprises, but just recently he sprung one of his biggest ever on the fans in the area, and especially Jimmy Hart. He announced that effective immediately, he would have a new manager in the person of one of Hart's own family members, Danny Davis!

We went to Lawler and Davis to get their comments on the situation.

"It's really a simple idea," Lawler said, "We've fought Hart's men in his own kind. When he brought Kenny Shane, or J.R. Hart, Jr, or whatever he calls him, into the family, I got the idea that something had to be done to combat them directly rather than his men. Since it's almost impossible to get Hart or Shane in the ring, I did the next best thing. I got a manager, a man who's been down that same road, knows his business



and has used the same tactics Hart uses — Danny Davis.

"Danny has managed many a champion, and he's man enough as well to get in the ring too. I knew he was my choice. All he's there to do is to offset Hart, Shane, and the third member of the Midnight Express on the outside of the ring as well. If they stay put, he'll stay put."

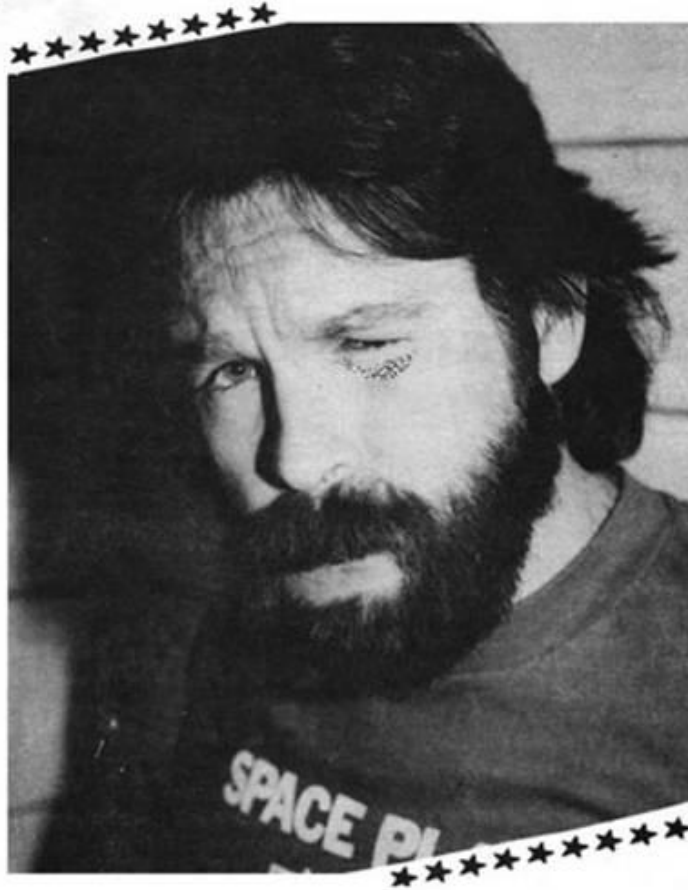
"I'm going to be a new kind of manager," Danny said, "I owe it to Jerry for helping me out of a tough spot. When Jimmy Hart's your friend, you never want for anything, but as soon as he's tired of you, or can't make money off of you, or gets somebody in the Family he likes better, he'll drop you like a hot potato and ground your face in the dirt."

"That's what happened to me. I've been sitting at home the past several weeks, no money coming in, waiting for Hart to book me even one match. Well when Jerry called, I quit waiting. From now on my job is to keep Hart, Shane, and anybody else from interfering in the King's matches. That's all I'm gonna do, but if Hart does interfere, and gives me a chance to get at him, son, I'm gonna take a hold of him and cash my check in his bank!"

THE DUTCHMAN'S MESSAGE!

"Jerry Lawler, as you can see, you are a black eye in my mind as well as a black spot on my record. I'm still thinkin' about you and I will for a long time. We've had some

Pier 6 brawls, man to man. It's gotten rough and dirty but it's still been man to man. I won some, and you won some. Now people may say it's over, but it's not in my mind. A lot of fans back me and a lot back you, and I don't know about the ones that back you, but I owe MY fans something. I owe 'em a good, clear, legal, once and for all win over you, clear enough so EVERYBODY sees that you're good, but I'm better, and some time, some place I WILL get that win — once and for all!"





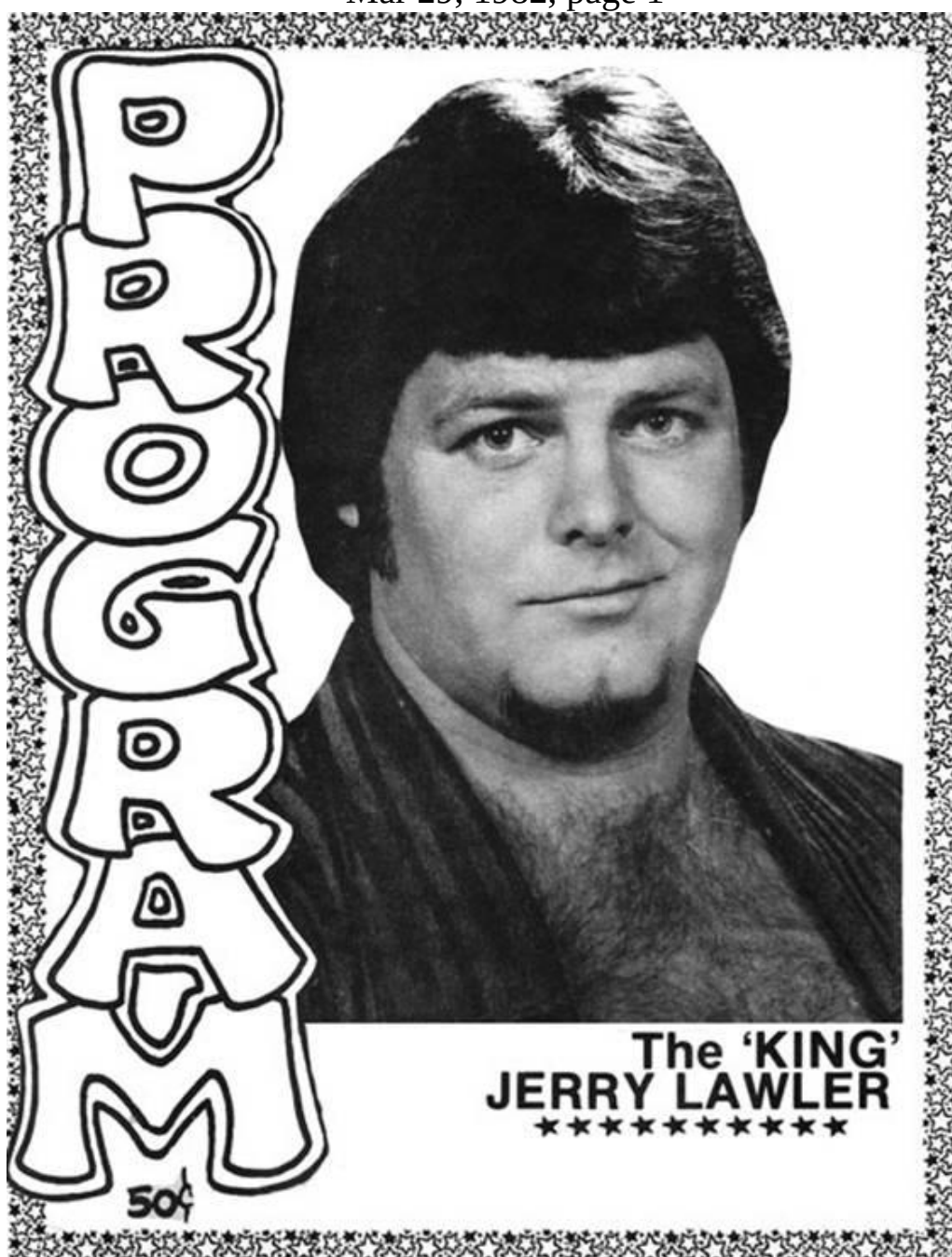
**STEVE KEIRN
VERSUS
NORVELL**



AUSTIN



Mar 29, 1982, page 1



— PAID ADVERTISEMENT —

THE EXPRESS . . . "WE STILL WANT THE BELTS!"

Regardless of what you idiots have heard or been told, the Midnight Express are Southern Tag Team Champions! We have the title, we just don't have the belts because some idiot commissioner took 'em away! So we're telling you people right now, we want those belts back, because they're ours, and one of these days we're gonna get a chance to take 'em. We don't care if we get 'em from Elmer Fudd and Daffy Duck! We're the champions, and that's what you better call us, but we still want the belts!"



**Memphis, Tenn.
Monday, March 29**

MAIN EVENT

**Southern Heavy Weight
Title Match
Final Conflict - No Time
No D.Q.**

**Ring Enclosed in Barbwire
Jerry Lawler**

-VS-

Dutch Mantell

**Southern Tag Team
Title Match**

**Bobby Eaton &
Sweet Brown Sugar with Hart**

-VS-

Rick & Robt. Gibson

Special Challenge Match

Danny Davis

-VS-

Jimmy Hart & J.R. Hart

Steve Keirn & Stan Lane

-VS-

**Luke Graham &
Dream Machine**

**Dennis Condry - Randy Rose
Norvell Austin**

-VS-

**Roy Rogers - Eric Embry
Ric McCord**

Monk & Angel

-VS-

Joe Stark & Dave Price

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Lawler Wins Crown

Jerry Lawler is again the Southern Heavyweight champion.

Lawler regained the title last night by defeating Dutch Mantell in the main event at the Mid-South Coliseum.

In other matches, The Monk and The Angel beat Joe Stark and Dave Price; The Midnight Express won over Roy Rogers, Eric Embry and Ric McCord; Steve Keirn and Stan Lane whipped Luke Graham and The Dream Machine; Danny Davis defeated Jimmy Hart and J.R. Hart in a handicapped match while Bobby Eaton and Sweet Brown Sugar kept their Southern Heavyweight Tag Title by defeating Rick and Robert Gibson.

Mar 29, 1982, page 4



**SWEET BROWN SUGAR
& BEAUTIFUL
BOBBY EATON —
SOUTHERN TAG TEAM CHAMPIONS!**



LAWLER SAYS . . . "MANTELL IS MINE!"

The battle is still raging between Jerry "The King" Lawler and "Dirty" Dutch Mantell to determine the top wrestler in the south. This week, we went to Jerry Lawler to get his feelings concerning the latest developments.

"There aren't any latest developments!" he snapped, "Dutch Mantell, the drugstore cowboy, is still going around THINKING he's the greatest wrestler but KNOWING I am! People tell me 'I'm sick of seeing you beat on Dutch Mantell every week!' Well, I'm sick of beating on him every week! Every time I win the match he's right up there saying 'One more time,' but every time lightning strikes or something and he gets a fluke win over me, he says 'Well, that proves I'm the best.' We haven't proved anything yet except that I've been lenient with him."

"Dutch Mantell has taken every opportunity he's gotten to hit me with a chair, or run my head into a ring post, or hit me low, and then say he's doing it to prove to the people he won't let 'em down, that he can beat me. Well I know better, while he's talking about not letting the people down he's thinking in the back of his mind, 'I've got to say somethin' so people won't get mad when I cheat 'cause I can't win without it!' That's what he's thingking right there!

"He's not being macho when he hits me with a chair, he's being a coward! But I can cheat too. I can use a chair pretty well, and I've got a lotta people out there too that know I'm the King. So Dutch Mantell, you prove whatever you want to you people, but I'm gonna prove to MY people that I am the one and only true King of wrestling, and I'm gonna beat you, clean, fair, flat, convincingly - once and for all - in a way that nobody can possibly question and in a way that everybody will have to accept as the final, decisive win, because I'm sick and tired of being mentioned in the same breath as Dutch Mantell.

"A lot of our mutual friends have been coming up saying that we can't keep this up, it's throwing the whole area in confusion, that we were once friends and these matches are taking too much out of us. Well, I CAN keep it up. I don't care who gets confused, because the time for friendship has long since gone by and now I'm gonna take it out of your hide! Dutch Mantell is mine!"



INJURIES STRIKE TWO STARS!

Quite often we have bad news to report, in the way of match results or things of that nature, but in this column we have especially bad news to report in that two of the most popular wrestlers in the area are currently out of action with injuries.

The superstar, Bill Dundee has been taken out of competition by a rather serious shoulder injury suffered at the hands of the Midnight Express. Bill's shoulder was wrenched and pulled badly and the ligaments torn, and at our press time it was not known when he will be able to return to action. The shoulder and arm have been kept immobile by a sling to try to give the injury time to heal, but it's expected to be a slow process.

Rick Gibson is also sidelined with an injury, but his is a cracked sternum. the bone in the center of the chest. There is a considerable amount of swelling on the inside, and that is pressing up against Rick's heart. This is serious also because Rick has been unable to keep solid food down because of the pain and discomfort. Rick was hurt by Jimmy Hart leaping from the ropes onto his chest.

We want to wish both Rick and Bill a speedy recovery, and hope they can return to action soon.



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Chapter 4: Apr. 1982

Bobby Eaton and Sweet Brown Sugar

The newly crowned Southern tag team champions started the month by getting a victory over Robert Gibson and Steve Keirn. Originally this match was supposed to be against Robert Gibson and his brother, Rick. But back in March, Rick had been in a serious car wreck and while he had returned for the March 29 card, Rick wasn't physically ready to return. Actually, the extent of the damage done to Rick was much more severe than originally thought. Months later it was revealed the damage was so severe Rick would never be able to wrestle again.

On April 12, Bobby Eaton and Sweet Brown Sugar got their first real test as Steve Keirn and the returning, now healthy Bill Dundee challenged them. The champs escaped with a DQ win, but the feud was only beginning. That evening also saw Bobby Eaton do triple duty by winning a 20-man battle royal and then teaming with his manager, Jimmy Hart, in a handicap match against Robert Gibson. That last match ended up as a 'no contest.'

On the April 19 card, Jimmy Hart made his presence known and was instrumental in Eaton and Sugar keeping their titles from the formidable challenge of former champs, Dundee and Keirn. The April 26 card saw Keirn and Dundee enlist the help of future Fab Stan Lane as their cornerman to counteract the interference of Jimmy Hart. With a fair shot at the champs, Bill Dundee and Steve Keirn came out victorious and were once again the Southern tag team champions.

Jimmy Hart

The Mouth of the South thought his April was looking good, but by the end of the month, his top team of Eaton and Sugar had lost the tag titles. Hart and his protégé, JR Hart, had lost a handicap match with Robert Gibson and the stipulation was the loser would lose his hair. JR had his head shaved. This set up a match between Jimmy and JR on April 26. Jimmy came out on top.

The King Holds Court

His feud with Dutch Mantell now over, Jerry Lawler moved on to the

biggest conflict of his career, Andy Kaufman. Even though the Lawler-Kaufman affair was the main focus of the fan's attention, the remainder of April saw Jerry Lawler successfully defend his Southern title with Monday night matches against the Monk, Sonny King and Dennis Condrey. Another special match on April 12 had the King teaming with his old mentor, Jackie Fargo, against the Dream Machine and the Monk. As was usually the case, Lawler and Fargo got the easy win.

Ever since 1979, whenever Jerry Lawler needed special help in a match, he would call on his old mentor, Jackie Fargo, to come out of retirement and help him out. The fans always loved it when Fargo would come in for a few weeks and the attendance would usually go up while he was in town.

Dutch Moves On

Now that his war with Jerry Lawler was over, Dutch Mantell brought his Mid-America title out of hibernation and successfully defended it against Norvell Austin on the April 12 card. The following week, Dutch wasn't so lucky and lost the title to the man he won it from way back in late 1981, the Dream Machine.

No sooner was the Lawler-Mantell feud over than they met in the ring again. In somewhat of a surprise move, the April 26 card saw Dutch not going against Jerry Lawler, but actually teaming with him against a common enemy, the Midnight Express (Dennis Condrey and Norvell Austin). Dutch was still hugely popular and while the fans already loved both guys individually, their teaming was looked at as a 'burying of the hatchet' and that things between them were now on good terms. You have to realize back then that all babyfaces were supposed to be best friends off camera. The Lawler-Mantell teaming, despite Dutch's lone-wolf attitude, was really solidifying their babyface images and the fans wanted to buy into it.

Jerry Lawler vs. Andy Kaufman: The Feud Begins

Because of the national attention this feud brought to not only Memphis Wrestling, but the city of Memphis as well, it has to be considered the biggest angle ever in the promotion.

Andy Kaufman in simplest terms was a comedian. In the truest sense of the word, Kaufman was not a comedian but more of a performance artist. A comedian wants to get laughs from his audience. A performance artist will perform an act that seeks to provoke true emotions from the audience, be it anger, sorrow, joy, contempt, hatred, etc. Kaufman was just about as

unconventional a comedian as you would have found back in the early 1980s. He had been on the television show, “Taxi,” for several years and had done many guest shots on “Saturday Night Live” and other late-night shows, as well as touring the comedy clubs across the country.

Kaufman was born and raised in New York City and as a child had loved professional wrestling. He regularly attended the matches at the world famous Madison Square Garden. Even at a young age Andy noticed the way the heels would get booed in the ring and the babyfaces would get cheered. The similarities between professional wrestling and performance art are very similar. It could be said professional wrestling is performance art on steroids (sorry for the pun.)

In the late 1970s through the early 1980s, Andy’s comedy club shows had a segment where he would challenge any woman in the audience to wrestle him on stage. If she could pin him, Kaufman would pay her \$1,000. Andy would play the heel when the match started by rubbing the women’s faces in the mat, making fun of them, calling them fat, etc. He would always win, and as the years went by he declared himself the ‘world inter-gender champion.’ Andy even went as far as to have one of these matches on “Saturday Night Live.” Along the way Andy formed a friendship with another fellow New Yorker, Bill Apter, who was managing editor for more than half a dozen wrestling magazines in the 1970s and 1980s. In 1981, Andy got in touch with Bill Apter and asked if he could help him get in touch with Vince McMahon Sr. At that time, Vince Sr. was the owner of the World Wrestling Federation and this was the promotion Andy had grown up watching. Apter contacted Vince Sr. but he wasn’t interested. Bill next made a call to Jerry Lawler in Memphis. The King was very interested.

Bill Apter *“I was the guy who introduced them. Kaufman was already a friend of mine. He had always wanted to be like Buddy Rogers and Fred Blassie and hoped to wrestle at Madison Square Garden. Vince McMahon Sr. had no interest in using him—felt it was too show-business oriented. We went back to my apartment in Queens, N.Y., after a MSG show and I called Jerry Lawler, knowing how Memphis was way ahead of the rest of the wrestling world in trying new gimmicks. Jerry and Andy spoke for a few minutes and ... the rest is history!”*

Dave Brown *“No doubt the Lawler-Kaufman feud was the biggest thing going on in Memphis Wrestling during 1982. I think the Kaufman thing exposed wrestling in a whole new light. The ‘Saturday Night Live’ fans and*

the offbeat comedy fans were used to Andy. He would even claim at times that he wasn't a comedian but a performer. To be downright honest, Andy was known to do some weird, cutting-edge stuff on stage and it had brought him a lot of attention. With wrestling he wasn't bringing attention to something that was weird. A lot of people were watching wrestling, but not admitting it. It sort of made it OK to watch wrestling."

Jerry Calhoun *"Andy had been wrestling women and really wanted to work it into wrestling a man. My understanding of it was that Andy had gone to Sr. in the WWF and he didn't want to have anything to do with it. Kaufman came and talked to Lawler and Jarrett and they said they could work something out. They started building Andy up and having him wrestling women in some matches. Before long, they finally got Lawler involved and they had their little confrontation that set up the big match. It was a sold-out event and the thing about it was, when Jerry did that piledriver, it was all everyone was talking about—'Did you hear about Lawler piledriving Andy Kaufman?' They ended up getting Jimmy Hart involved later on and it was just a wonderful angle on a whole."*

Jerry Jarrett *"A special part of 1982 was the series of matches between Jerry Lawler and Andy Kaufman. I have been given a lot more credit than I deserve for that series. The truth is the whole thing kind of fell in our lap. Andy contacted Vince at WWF, Verne Gagne at AWA and a couple of NWA promoters before he contacted us. His pitch was simple. He says, 'I'm Andy Kaufman and I love professional wrestling. I have been doing a routine in my club acts in which I wrestle women. The crowd loves it and now I'd like to wrestle in a real professional wrestling promotion.' I asked him, 'Andy, we have some women that come to our matches that look like it would not be a good idea to mess with them. Can you handle yourself?' Andy then went on to tell me that he would put up \$1,000 for any woman who could beat him. He advised that he already had a belt made that declared him the inter-gender world champion. Jerry Lawler and I gave Andy the green light."*

The plan started with Andy coming into Memphis every few months to have his 'inter-gender' matches. What the fans might not realize is these matches were real. When Andy picked a woman out of the audience of the Mid-South Coliseum, he was legitimately picking them at random. If Andy had lost any of those matches, he would have had to pay the winner the \$1,000 out of his own pockets.

As quickly as Andy would show up in Memphis, he would disappear. With Andy's filming obligations, he could not be in Memphis all the time. In his absence, Andy started sending in little video segments. These videos talked about proper hygiene techniques, like bathing and brushing your teeth. Since Andy was from Hollywood, he felt it was his responsibility to help the Memphis rednecks and hillbillies learn how to 'clean up' properly. This, along with Andy's continued derogatory comments about 'weak and feeble women,' helped the fans really start to hate the comedian.

Dutch Mantell *"Kaufman was off working (in Hollywood) most of the time so he couldn't be on the show every Saturday morning. What he did was send in those great taped interviews with him making fun of people in Memphis. People got irate and he got over."*

Jerry Jarrett *"Andy won the first few matches without any trouble. He was cutting great promo's and sending them to us for use on our Saturday morning television show. He would make fun of us being southern hillbillies. He would cut interviews explaining that even though he was a big Hollywood star, he would take the time to help the southerners with a little personal hygiene. He would show a roll of toilet tissue and explain how to use it. He would demonstrate how to brush your teeth and comb your hair. He encouraged us to take more than one bath each month. Andy wrote all of his interviews himself. He was truly a natural heel."*

Kaufman next showed up in spring 1982, and he was ridiculing the fans more and more on the Saturday morning show as well as at the Monday night matches. The King was starting to talk about Kaufman in his interviews and he sure didn't like the way the comedian was talking about Memphis, the fans or the women. In late March, a lady named 'Foxy' got picked to fight Andy. Foxy ended up being able to handle herself in the ring better than all the other women Andy had fought. Foxy did last longer than any woman had before and she even gave Andy a bodyslam. The end result was the same, however, and Andy pinned her. After the match, Kaufman would not let it go. He continued to kick at and push Foxy. The fans were mad and Jerry Lawler got into the ring to help Foxy out. As Andy continued to attack Foxy, Lawler shoved Kaufman out of the way. Andy went berserk because Lawler put his hands on him. He claimed he was going to sue the King for assault and with his Hollywood lawyers, he would win.

Jerry Jarrett *"It all began one night in a situation that played out by itself. Andy chose a woman that must have weighed 250 pounds and she*

was tough, and I mean real tough. Lawler and I were watching from the back and enjoying Andy when we both saw that he was about to either get beat, hurt the woman or worse, get himself hurt. I told Jerry to go save Andy by appearing to help the woman. It was blind luck because the crowd went wild with excitement. The next week was the beginning of Andy's real wrestling career."

The avid wrestling fan looks back on the beginning of the Lawler-Kaufman feud as a classic, slow moving, textbook angle—wrestling 101. It took months to build up from a slow burn before it was implemented and the infamous Lawler-Kaufman match was booked. The truth is, there was no long-term plan involving Andy Kaufman and Jerry Lawler. What you saw is what you got. Andy was wrestling women and sending in the interview tapes in his absence. What happened? Andy had gone and got himself over. He was hated. Hatred sells tickets.

Roy Rogers/Johnny Rich *"He had unbelievable heat with the people. The response from the crowd that night was like nothing I had seen before."*

Jerry Jarrett *"The original reason for bringing Andy in was simply to get a 'rub' from the association with a television star. I anticipated allowing Andy to do his thing with the women marks. I expected Andy to get beat and we would all have a good laugh and go our separate ways. As far as planning on a Lawler/Kaufman angle, it was not in any way in the plans. Lawler was our big star and champion. Andy was a non-wrestler. At the time we all felt it would damage Lawler's image to even wrestle Andy."*

After the 'Foxy' match, the next week was the first match between Jerry Lawler and Andy Kaufman. Most everyone knows what happens in that match. Lawler lets Andy put a headlock on him and Lawler lifts him up and suplexes him back on his head. Lawler then gives Kaufman the piledriver that was heard around the world. There was no one sitting at the Mid-South Coliseum when it happened. Everyone cheered the King on and he did it. Kaufman sold the move just like he should have. No one could tell if it was 'real' or not, that's how well it was sold. Andy was taken out of the ring on a stretcher and then on to a hospital by an ambulance. He even wore a neck brace when he gave a hospital bed interview to a local Memphis newspaper the next day. With the neck brace on, Andy said he was through with the ring. The national newspapers and evening news shows were talking about the match. Everywhere you looked that week you would see the clip of

Jerry Lawler piledriving Andy Kaufman and then his lifeless body laying there in the ring.

Jerry Calhoun *“A lot of people don’t know this, but because of all the hype around Andy’s first match with Jerry Lawler, we hid Andy Kaufman out at my house that Sunday night before their match. Lawler came over and he and Andy worked through what was going to happen in the match. Behind the scenes Andy was so quiet, a lot like Handsome Jimmy. But, the second the camera was on, his persona came alive.”*

Jerry Jarrett *“The night Lawler gave Andy the piledriver and Andy went to the hospital, the national press picked up the story when Andy spent the night in the hospital. The next morning Cowboy Bill Watts called to tell me how much he appreciated Lawler really hurting that guy Andy Kaufman. Bill raved on about how much he hated outsiders trying to get into our business. He gave me great credit for protecting our business. Bill was so into this match that I just hated to pop his bubble, so I took the credit for allowing Lawler to send Andy to the hospital.”*

Even though it appeared that Jerry Lawler’s feud with Andy Kaufman was over almost as quickly as it started, this was only the beginning. The match brought a lot of notoriety to Memphis and Memphis Wrestling, both positive and negative. The next month Andy showed back up on “Saturday Night Live” with a neck brace on and showed that video of his match with Jerry Lawler. A few months later an explosive appearance by both Lawler and Kaufman on the David Letterman show would take this feud to an even more legendary status as it continued on a national stage.

With the notoriety Jerry Jarrett’s Memphis promotion was getting, its recognition rose as well. As an example, in a few months, the current NWA World champ, Ric Flair, would show up in Memphis. This marked the first appearance of a NWA World champ in the promotion in almost five years. Also, later in the year, Jerry Lawler had a sustained feud with the AWA World champ, Nick Bockwinkel. The Lawler-Kaufman feud made a huge impact that in the short and long runs paid huge dividends.

Dave Brown *“As far as the Memphis territory, it helped us out tremendously. Whenever Andy was on the card, we packed them in at the Mid-South Coliseum. While not sellouts, it was right up there. People wanted to see it, they were interested in it and they remember it today. It also helped us because it brought attention to our entire lineup of talent. It showed how strong the talent was on our cards, from the first match to the*

last. Here is a guy (Jerry Lawler), who is important enough to go against this national entertainer. (Kaufman was still on 'Taxi' at the time).

Looking on it nationally, I have somewhat of a prejudiced view point because I was here and could see how they were doing it and pulling it off masterfully. Each step just pulled the fans in more and more. I couldn't go to many of the Monday night matches because I was at Channel 5 doing the nightly weather. The matches would occur at the Coliseum and then they would grab the video tape and run it to the television station so our sportscaster, Jack Eaton, could show a clip of it on the late news. We would sit and watch the tape in an editing room to see what happened that night. I didn't offer my opinion on any of it as I was out of my league, but it was fascinating to see what angles were coming out of it next. It was an amazing time."

Austin Idol *"The first Lawler-Kaufman match was good for wrestling, not only in Memphis, but in general as well. Months later when they continued it on the David Letterman Show, it only helped."*

Jerry Calhoun *"It really put Memphis on the map. You would have thought we were there already. Memphis had been a hotbed for wrestlers. They would come from Florida, Texas or wherever, and go through Memphis and then end up going to the WWF or the NWA."*

Steve Keirn *"Jerry Lawler did a great job of getting Memphis wrestling on the map with the Kaufman feud. He went on Letterman which, with the help of Andy, became the first angle ever to give national attention to wrestling on a non-wrestling popular show. Inside the wrestling world it helped because it was a shocker that people talked about everywhere. Memphis itself had a shot in the arm."*

Dutch Mantell *"The whole Lawler-Kaufman thing was good for wrestling in general. In the normal public view I think it painted wrestling in a bad light, but I don't think it hurt wrestling. It did get wrestling tons of publicity across the country. The whole situation was handled right."*

Sonny King Returns to Memphis

On Saturday morning, April 17, 1982 Sonny King showed up in Memphis for one of his last runs in the Memphis promotion. Even though it had been a while since Sonny had been in Memphis, the true story behind his absence was fascinating, though the details at the time were sketchy.

Sonny King had been around the Memphis promotion off and on since summer 1978. Looking back at that summer, promoter Jerry Jarrett had

been without a big heel manager since the death of Sam Bass two years earlier (summer 1976). A few managers had come through the territory but none had caught on. Jarrett knew how good on the stick Sonny was and after discussing it with him, brought him in as the manager of Joe LeDuc initially, and then John Louie. Joe LeDuc was nicknamed the 'Canadian Lumberjack' and was one of the strongest men to ever get into the ring in Memphis. LeDuc was just coming into the promotion on his way to becoming its top heel. Right out of the gate, Sonny and LeDuc attacked the area's top villain, Jimmy Valiant. This attack was instrumental in Valiant's first babyface run in Memphis. This led to Sonny and his men getting into a huge feud with Jerry Lawler, Bill Dundee and Jimmy Valiant. It was a great feud that many people still talk about today.

Sonny was not your average wrestling manager. While most guys would yell, scream and run around, Sonny would go out there on Saturday morning and tell you how his guys were going to run over the opponents. He was cocky and in your face but talked with a calm demeanor. He would tell you there was nothing you were going to be able to do about it. The truth is there was a lot of the 'real' Sonny King in his in-ring persona. He was a legitimate tough guy who was known to get into many bar fights and he wasn't known to lose.

When Sonny King showed up on the Saturday morning show in 1982, things were different. Lance Russell explained that the reason Sonny had been out of the territory for so long was because he had been stabbed by a fan at a wrestling event and nearly died. Sonny went on to tell the story about going to visit a friend who was wrestling on a card in Charlotte Coliseum, being stabbed by a fan outside the event and nearly dying from the injuries. The story ends with a promise he made to his young son. As Sonny was laying in intensive care, his young son was there and crying, not knowing if his dad was going to live or die. Sonny told his son he was not going to die. Sonny made his son a promise that not only would he live, he would return to the ring and fight for the title. The usually cocky Sonny King was subdued and sincere. King went on to say that he had called Jerry Jarrett up and asked him for one last shot at the title. Jerry Jarrett agreed to the request.

Jerry Jarrett *"I was around at that time, but I don't recall the exact event or how it went down. I'm sure, however, that if Sonny King had asked me for a favor, I would have done it without hesitation. Sonny was always*

one of my favorites. He was a good wrestler who expressed himself well in interviews, so it was not a task to book him on top. He was also a loyal friend."

Lance Russell *"Sonny King was one of the toughest son of a guns I ever saw, in the ring and out. I don't think there was ever a man he backed down from."*

Jerry Calhoun *"I didn't see the tough side. Whenever I was around him, he was a real nice guy and we used to cut up."*

The fans were used to big angles with all types of claims, so what they may not have realized was Sonny's near-death experience was true. He was stabbed in the head, arm, back and chest. King very nearly did not make it through the attack.

In early 1982, Sonny went to the Charlotte Coliseum to visit a friend who was wrestling on the card. As Sonny was leaving the event, the police were also ejecting some rowdy fans. When the police went back inside, the rowdy fans started to mess with a security guard.

Sonny King (as told to Greg Oliver) *"They started blowing smoke at the security guard. So I said to them to not mess with this guy. The cops are the ones that threw you out. One of the guys says to me, 'It's none of your f'ing business nigger.' So... when he said that, I got him. His friend and the others, there were three guys in all, they all stabbed me and left."*

Sonny's real life return to the ring was not an easy one. Sonny would have to face Jerry Lawler, the current Southern heavyweight champion. Lawler was in a tough position because of Sonny King's sympathetic and inspirational back story. This was a prime example of Jerry's hesitation to participate in 'babyface versus babyface' matches. If the match between Lawler and King was handled improperly, Lawler could lose some of his huge popularity. Loss of popularity in your top star translates into fewer people buying tickets, which equals less money taken in.

The King was able to keep his babyface status and ended up handling it well. He told the fans that as much as Sonny's story had genuinely touched him, he was still the champ and he had to go out there and defend the title against whoever challenged for it. He pumped up the angle by reminding the fans that the champ was not allowed to take it easy on a challenger, no matter how much the opponent had been through. The match happened on Monday night, April 19, 1982, and after a great battle, Jerry Lawler emerged as the victor and after the match Sonny shook Jerry's hand in the

middle of the ring. Sonny King stuck around for a couple of weeks and then was gone. He returned to Memphis off and on for the next year or so in the role as a training veteran on the lower end of the Monday night cards. After that, Sonny was gone from Memphis. By 1985, he had retired from professional wrestling all together.

The Dream Machine Gets Some Gold

The month of April was a good month for the Dream Machine (Troy Graham) because he was finally able to get some gold back around his waist. After defeating Dutch Mantell Dream took back the Mid-America title. Dream had been in the Memphis territory for a few years at this point because his ability on the microphone was amazing. There were only a few wrestlers in Memphis who were better at cutting a promo than the Dream was.

Jimmy Valiant “In 1982 I was working for Jimmy Crockett in North Carolina when they wanted to bring someone in to be my nephew in a tag team. I was really getting over and they wanted to add to that by giving a guy the rub as my nephew. As soon as Jimmy said that was the plan, I had the man, Troy Graham. Troy had been doing the Dream Machine in Memphis for a couple of years and I knew he was perfect for the job. He was quick on the mic and knew me and what I did. Crockett said to talk to him about coming in. I called him from Crockett’s office. As soon as he heard it was me, Troy sang me the lyrics to my song, ‘Son of a Gypsy’. Troy always showed me a ton of love and respect. We couldn’t work out a deal because of the family obligations in Memphis that Troy couldn’t leave behind. Troy was a tremendous talent and would have been a perfect fit with me in the Crockett promotion.”

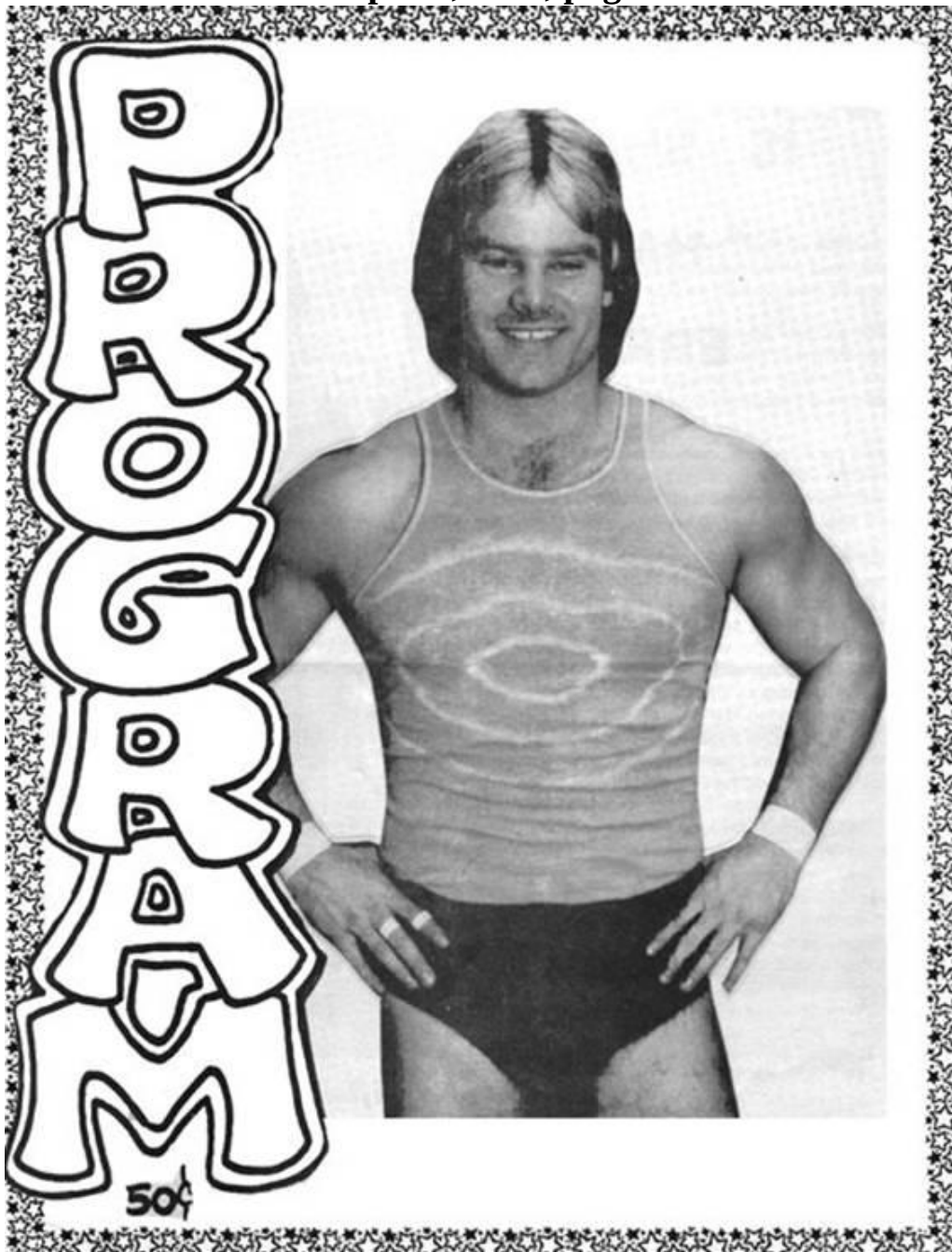
April 1982 Jarrett Promotion Schedule

- Thu Apr 1: Lexington, KY
- Fri Apr 2: Tupelo, MS
- Sat Apr 3: Memphis TV & Nashville, TN
- Sun Apr 4: Jackson, TN
- Mon Apr 5: Memphis, TN
- Tue Apr 6: Louisville, KY
- Wed Apr 7: Evansville, IN
- Thu Apr 8: Owensboro, KY
- Fri Apr 9: Mount Sterling, KY

- Sat Apr 10: Memphis TV & Nashville, TN
- Sun Apr 11: Idle
- Mon Apr 12: Memphis, TN
- Tue Apr 13: Louisville, KY
- Wed Apr 14: Evansville, IN
- Thu Apr 15: Tell City, IN
- Fri Apr 16: Ferdinand, IN
- Sat Apr 17: Memphis TV & Nashville, TN
- Sun Apr 18: Idle
- Mon Apr 19: Memphis, TN
- Tue Apr 20: Louisville, KY
- Wed Apr 21: Evansville, IN
- Thu Apr 22: Bardstown, KY
- Fri Apr 23: West Point, KY & Tupelo, MS
- Sat Apr 24: Memphis TV
- Sun Apr 25: Idle
- Mon Apr 26: Memphis, TN
- Tue Apr 27: Louisville, KY
- Wed Apr 28: Evansville, IN
- Thu Apr 29: Collinwood, TN
- Fri Apr 30: Tupelo, MS

April 1982 saw the Jarrett promotion hold 31 shows. Try to imagine if you were a rookie wrestler back in 1982. Your only job was wrestling, period. You spent all of your time driving to the nightly show, you'd go out there in the ring wrestle for five to 10 minutes against Gypsy Joe, Tojo Yamamoto, etc., and then hit the road again, getting to wherever you had to be the following night. You had a couple dozen times every month to go out before the crowds and learn how to wrestle. You learned how to get the fans to cheer for your comeback. If you were a heel, you learned how to make them hate you. This was what the territorial wrestling promotions did, they trained wrestlers every night. When people ask, "Why can't wrestling be like it used to be," the stats on this page are a major factor as to why it can't. It would take these new kids wrestling every night in front of crowds. That time has unfortunately passed.

Apr 05, 1982, page 1



IS SHANE HART'S ERRAND BOY?



Jimmy Hart is well-known as a man who will take advantage of every opportunity, and we have received evidence that this is exactly what he is doing in the matter of Kenny Shane, of J.R. Hart Jr., as he now prefers to be called. Jimmy Hart uses people, there is no doubt about that, and it now appears that J.R. is his new errand boy.

We recently happened upon an interesting scene as Hart and Shane entered the arena, and told our photographer to quickly snap a shot. When it had been developed, we went to Hart's dressing room to inquire further about our suspicions.

After showing Hart the picture, we asked him about the circumstances.

"First of all," Hart said, "his name is J.R. Hart, Jr., NOT Kenny Shane. He has been renamed and adoption proceedings are in the works. Secondly, He was carrying my bags and a few other things because that's his job, nousey!"

"But," we replied, "surely you didn't take J. R. into the Family just to carry bags, did you?"

"No, I didn't" he said. "And don't call me Shirley! Every Family has chores assigned to different members and like I've told you people before, we're just a typical American Family. J.R.'s chores are to carry our bags, drive the car, get food from restaurants, get towels for our showers, pump gas, oversee our training sessions and put away the barbells and equipment afterwards, take messages, take our outfits to the laundromat, and just a few other little insignificant chores."

It sounded to us like J.R. was paid slave labor. We asked what other Family member's chores were.

"Well, lets see, " Hart whined. "Angel is in charge of renewing our People Magazine subscription, Sugar carries the deck of cards for our nightly Old Maid game after the matches, Bobby collects our trading stamps and Monk carries the Bible for our prayer meetings, but that's just right off my head."

It seemed a little suspicious to us, so behind Jimmy Hart's back, we cornered J.R. Hart and asked if he felt he was being taken advantage of.

"Are you kidding?" He yelled. "Jimmy took me in the Family, gave me a chance at the big time, he's gonna adopt me and you think he's taking advantage of me? No Way!"

But we argued, "Surely you can see that no one else has as many chores as you do."

"That may be right, but I trust Jimmy, and I'm gonnado everything in my power to help him anytime! And don't call me Shirley!!"

MEMPHIS, TENN
Mon., Apr. 5-8:00 p.m.

MAIN EVENT

Southern Tag Team Title Match

No Time Limit - No D.Q.

No Stopping The Match

Must Be A Winner!

**Sweet Brown Sugar &
Bobby Eaton With Hart**

-VS-

Rick & Robt. Gibson

**Southern Heavy Weight
Title Match**

Jerry Lawler

-VS-

The Monk with Hart

**Luke Graham - Dream Machine
& Angel**

-VS-

**Steve Keirn - Stan Lane
& Eric Embry**

Tojo Yamamoto -vs- Dutch Mantell

**Dennis Condry & Randy Rose
with Austin**

-VS-

Ric McCord & Roy Rogers

**Bobby Fulton -vs- Kenny Shane
(J.R. Hart)**

★ Plus Added Special Attraction ★

**Jerry Lawler -vs- Andy Kaufman
(Taxi Star)**

Jerry "The King" Lawler strikes a victory pose atop his corner throne as downed comedian Andy Kaufman is comforted by his girlfriend, Sherry Tuneta, and by his manager, George Shapiro, left, Kaufman,

who usually wrestles with women, was in St. Francis Hospital today with strained muscles, following last night's wrestling match at Mid-South Coliseum.

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In other matches: Lawler successfully defended his AWA Southern Heavyweight title, beating The Monk; Bobby Fulton defeated J.R. Hart; Ric McCord upset Tojo Yamamoto; Steve Keirn-Stan Lane-Eric Embry whipped Luke Graham-the Dream Machine-the Angel; Dennis Condry-Randy Rose downed Roy Rogers-Dutch Mantell, and Sweet Brown Sugar-Bobby Eaton retained their Southern Tag Championship with a victory over Robert Gibson-Steve Keirn. The attendance was 8,091.

454-6965

or

323-9599

A MESSAGE FROM STAN "THE MAN" LANE

With all the ranting and raving we hear from different wrestlers, it's refreshing to hear a statement from a man who is not bragging on himself, but on others. This is what we heard from Stan Lane.

"I don't really know if this is appropriate for your program," he said, "of if you'll even if you'll use it. But I just want to thank the fans for all their support. I always said that I could do it all. I don't need help from anybody, but the cheering, and the support they've given me in the past weeks has really helped me to do better in my matches. Don't get me wrong now, I still do it better than most everybody, but the push they've been giving me has helped me even above my own abilities. I feel good now, the well-wishers and people telling me they think I'm the best has got me up psychologically, I've been training harder than ever, and I'm ready now to go out and win some big ones. I just wanted to let everyone know how much I appreciate it. Because hey, even "The Man" has to have people behind me to do it like only I can get it done."



THE MONK AND THE ANGEL— SEX SYMBOLS?

Jimmy Hart has been (thankfully) silent recently about his hit record, "We Hate School", but all good things must come to an end, and so did that. But his communication to us was not quite the same as his hit earlier remblings on the subject, and he mentioned it only in passing to go on to an even more ridiculous conversation.

"Everybody knows" He raved, "about my smash hit single 'We Hate School.'" But it's now opened up to a whole new dimension, because after hearing the record, all the Hollywood producers are considering the family for movie roles. And they're especially interested in the Monk and the Angel, my great tag team combination. They want to make them the newest Hollywood Sex Symbols!

"The day of the pretty boy stars with fluffy hair is over. Movie audiences these days want the rugged, he-man stars, and Monk and Angel make Charles Bronson look like Mickey Mouse. All the women, especially, love them. They all want to run their fingers through their scalp. So if the deals work out and First Family attorney Samuel J. Burnside signs the papers, you'll soon be seeing Monk and Angel on the silver screen!"

Editor's Note: Certainly not in a screen adaptation of the musical "Hair"!



★★★★★★★★



WELCOME—ERIC EMBRY!

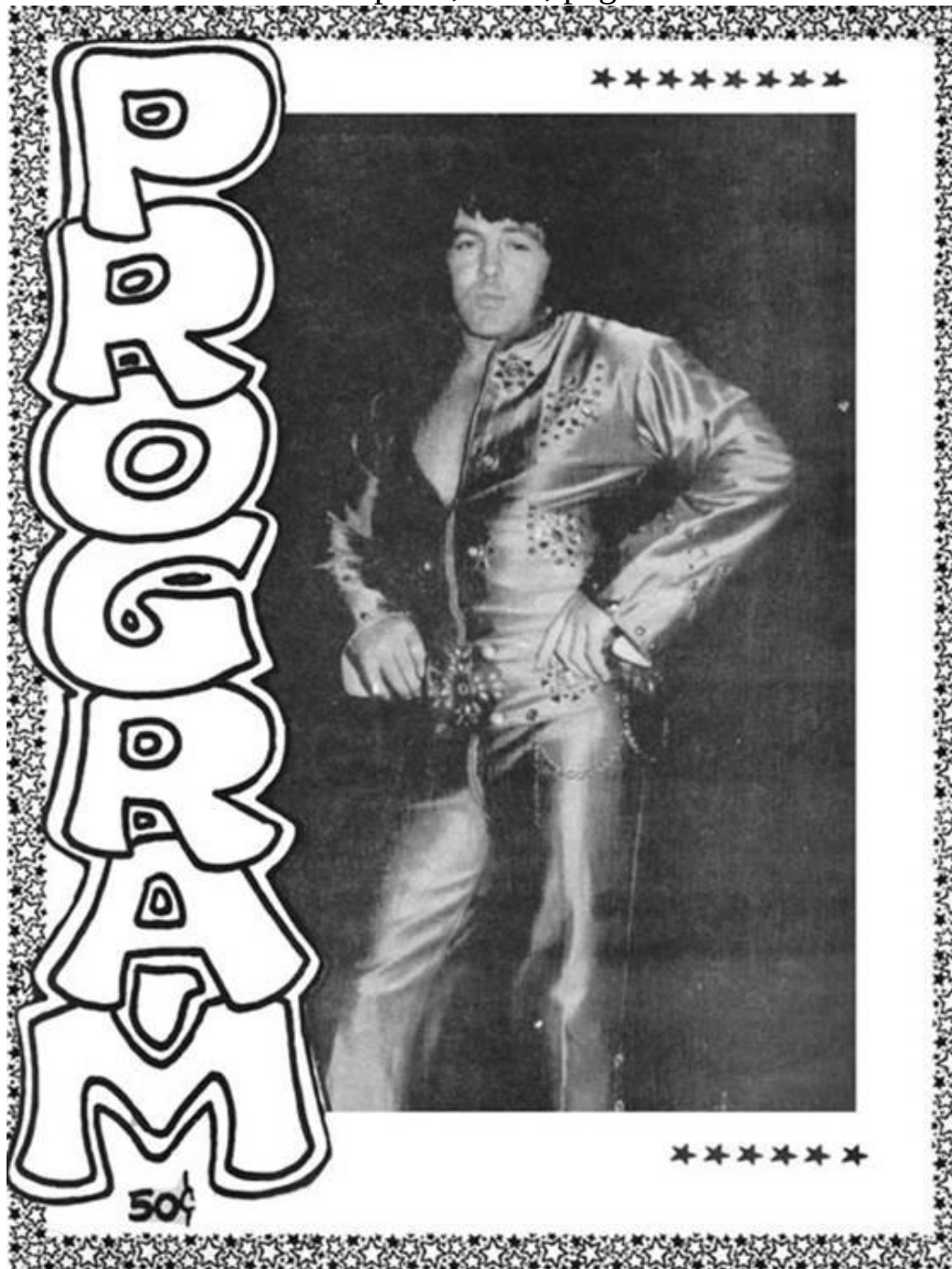
A new young wrestler in the Championship Wrestling area is Eric Embry. The exciting native of Cloverport, Kentucky, who is fast becoming a favorite of the fans.

Embry is a speedy competitor with an explosive style, and was nicknamed "Nitro" Eric Embry during his stay in the Florida area for just that kind of explosiveness. While somewhat smaller than many other wrestlers, he makes up for this in lightning-fast moves and the element of surprise. With the flying tactics he's capable of, his opponents never know where he's coming from. It has been said that he's not quick, he's sudden.

While in Florida, he scored a big win in gaining the Florida TV Championship, and now that he's come to this area. He has high hopes of wrapping another title belt around his waist. We wish him good luck, and we know the fans do as well.



Apr 12, 1982, page 1



Andy Kaufman hospitalized

Angry wrestler flattens TV comedian at Memphis

Associated Press

MEMPHIS — Comedian Andy Kaufman has been hospitalized with head and neck injuries after he tangled with an angry professional wrestler who doesn't appreciate his wacky brand of humor.

Kaufman's manager, George Shapiro, said his client suffered abrasions on the top of his head, strained neck muscles and a compressed space between his 4th and 5th vertebrae.

He said Kaufman was put in traction but was not believed to be seriously hurt. Kaufman was unavailable for interviews but Shapiro predicted that his client's wrestling days are over.

Kaufman, a co-star on the ABC-TV show *Taxi* and a former star of *Saturday Night Live*, claims to hold the world inter-gender wrestling championship and often wrestles women during his comic performances. In the past two years, he has wrestled 300 women, Shapiro said.

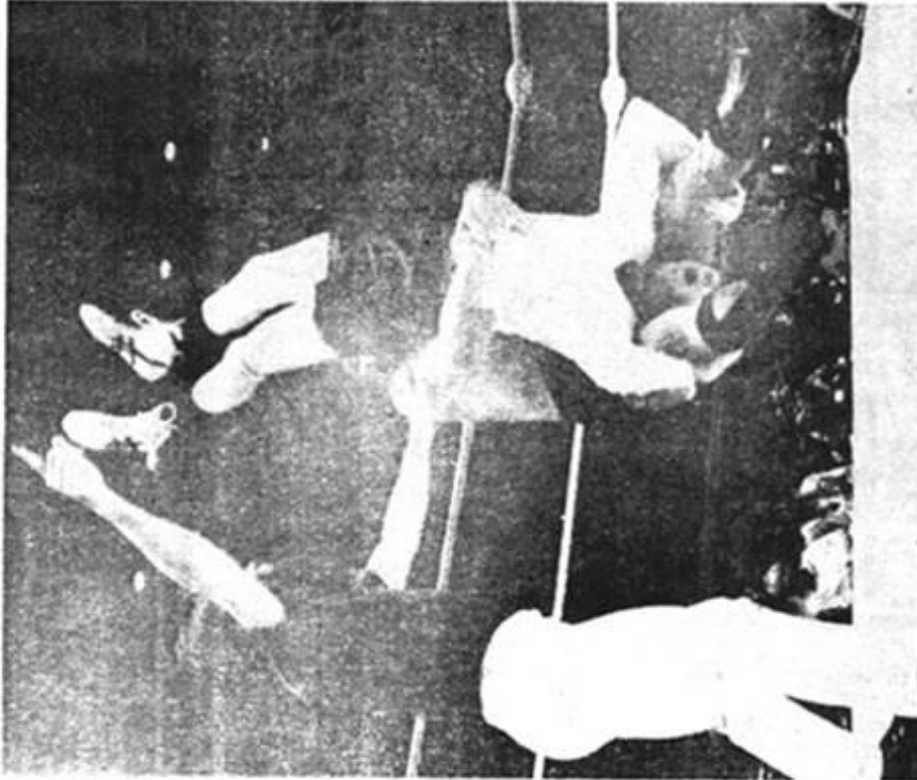
But he went into the ring Monday night against Jerry Lawler, a rough and tumble male wrestler from Hendersonville with a large local following and a reputation for meanness. He is the American Wrestling Alliance Southern Heavyweight champion.

Before the match, Lawler promised to teach Kaufman a lesson for making fun of wrestlers.

Please see ANDY, page



A paramedic straps Kaufman on a stretcher before moving him.



Comedian Andy Kaufman suffered a possible neck injury Monday night when pro wrestler Jerry Lawler used a "pile driver" hold on him during a match in Memphis.

Memphis, Tenn Monday April 12

Easter Spectacular

Main Event

20 Man-2 Ring-Triple Chance
Battle Royal \$5,000 To Winner

Handicap Match

Robt Gibson

-VS-

Jimmy Hart & J.R. Hart

Jackie Fargo & Jerry Lawler

-VS-

The Monk & The Dream
Machine with Hart

Southern Tag Team Title Match

Steve Keirn & Stan Lane

-VS-

Bobby Eaton & Sweet Brown
Sugar with Hart

Mid America Heavy Weight Title Match

Dutch Mantell

-VS-

Norvell Austin

8 Man Tag Team Match

Roy Rogers-Bobby Fulton-
Eric Embry-Danny Davis

-VS-

Dennis Condry-Randy Rose-
Luke Graham-The Angel

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REED'S

Eaton Wins Battle Royal

Bobby Eaton won the 20-man, two-ring battle royal last night before 9,121 wrestling fans at the Mid-South Coliseum.

In other matches: Dennis Condry, Randy Rose, Luke Graham and The Angel defeated Roy Rogers, Bobby Fulton, Eric Embry and Danny Davis; Dutch Mantell kept his Mid-America championship title by beating Norvell Austin; Robert Gibson battled Jimmy Hart and Bobby Eaton in a handicapped match that was stopped by the referee in less than two minutes.

Jerry Lawler and Jackie Fargo beat The Monk and The Dream Machine. Bobby Eaton-Sweet Brown Sugar retained their AWA Southern tag championship when they won by disqualification over Steve Keirn and Bill Dundee.

THE SUPERSTAR VOWS REVENGE!



As everyone knows, one of the area's biggest stars, Bill "Superstar" Dundee, has been out of action for quite a few weeks with a severe shoulder injury, suffered in an unprovoked attack by Sweet Brown Sugar and Beautiful Bobby Eaton along with Family leader Jimmy Hart. Dundee was being interviewed on television when Sugar

and Eaton burst onto the scene and repeatedly kicked, jumped on and wrenched Bill's left arm. But the superstar has recently vowed that as soon as he is able to climb into the ring, the very first minute, Sugar and Eaton will begin paying back their debt.

"I don't care what I have to do", Bill said. "I don't care who tries to stand in my way I'm going to make sure that Sugar Slick Head and that Scum Eaton suffer. I mean suffer, and keep suffering. I'm not even sure whether I'll try to injure them and put them out right away, or just keep making them wish they were. I'm certain of one thing, before this is over, both of those punks will be cursing their mothers for the day they were born. I've suffered a lot of pain and I've lost a lot of money because of them. I've talked to Steve, and he knows how I feel and what I want, what I *have* to do. He'll help me. Jimmy Hart I've owed you a lot, now I owe you more. I'll pay it back, I swear that!"



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SUGAR AND EATON: "WE GONNA DO IT AGAIN!"

After getting a statement from Bill "Superstar" Dundee concerning his plans once he returns to the ring from his shoulder injury, we decided to solicit some comments from Sugar and Eaton, and Jimmy Hart as well, to see if they felt any remorse for their disgusting attack. We were not surprised by the answer.

"Ha!" Eaton said. "Ha, Ha, Ha, Ha, Ha! Ha! Sorry about that? Tell me another one! Not only did we plan it, not only did it come off just like we planned, not only did we enjoy it, but we're happy about it! Now how sorry does that sound to you? What's the matter, you leave you brain home for dry cleanin today or what?"

"Bobby, Bobby" Hart interrupted. "You know that's not true! Why we were so upset

over little Billy's injury that we sent him a box to stand on so he could see over the hospital window since he couldn't pull himself up over the sill with a bum arm. Man, we hurt Rick Gibson, we hurt Dundee, we ought to buy some Medicare Stock and make some REAL money!"

"Lemme tell ya somethin!" Sugar added. "If Dundee Comes back after us with that sling on, we'll wrap it around his neck and practice our boy scout knots. If he comes after us when he's well, we're gonna make him watch while we do the same thing to Steve Keirn, and then we'll pull both of Dundee's arms off! That's right, We Gonna Do It Again!!"



... Andy

and Kaufman acknowledged he was worried because Lawler refused to work out a routine for a fake fight.

"I think what it comes down to is he doesn't have a sense of humor," Kaufman said in his dressing room before the match.

Once in the ring, Kaufman managed to stay away from Lawler for five minutes. He danced around mimicking an ape and jumping out of the ring each time the wrestler approached.

The crowd screamed for blood, and Lawler appeared to grow angrier by the minute. "Did you come here to wrestle or act like an ass?" he yelled at Kaufman.

Finally, Lawler stood in the middle of the ring, put his hands

behind his back and challenged Kaufman to grab him around the neck. But when the comedian took the challenge, Lawler swiftly picked him up and flipped him to the mat with a heavy thud. Then he dragged Kaufman by his hair to the center of the ring, picked him up upside down and slammed him down head first.

That move — a "pile driver" in wrestling lingo — was repeated a second time, and it was obvious Kaufman was finished.

He lay on his back unable to move for 15 minutes waiting for an ambulance while his manager, his girlfriend and an assistant tried to comfort him.

"Don't move my head," he mumbled.



PEACE!

After throwing the entire area into turmoil, the long and brutal war between Jerry "The King" Lawler and "Dirty" Dutch Mantell has ended, at least for now. Sometimes bloody, often controversial and always violent, their series of matches for the Southern Heavy Weight Championship were true classics, tests of endurance and will, and in such confrontations there is never a loser, merely a survivor. No matter what one thinks of either man, and to be sure some fans have taken sides, everyone must give credit to both these great wrestlers, and give them admiration as well, for their tremendous displays of wrestling ability, durability and fighting hearts.

To repeat, in the minds of the fans at least there should be no winners and losers, only recognition of two supremely talented athletes. But unfortunately, in the minds of competitors there is always a winner, never a loser. Because no athlete will even ponder the possibility of losing. However, they always think of winning. Such it was when we talked to Dutch Mantell.



"I've got nothing to say other than Jerry Lawler gave me tougher battles than any man I've ever wrestled has, or any man walkin' God's green earth can", Dutch said. "That just shows the importance of a Southern Title, and the importance of a principal to the both of us. But there will be another day."

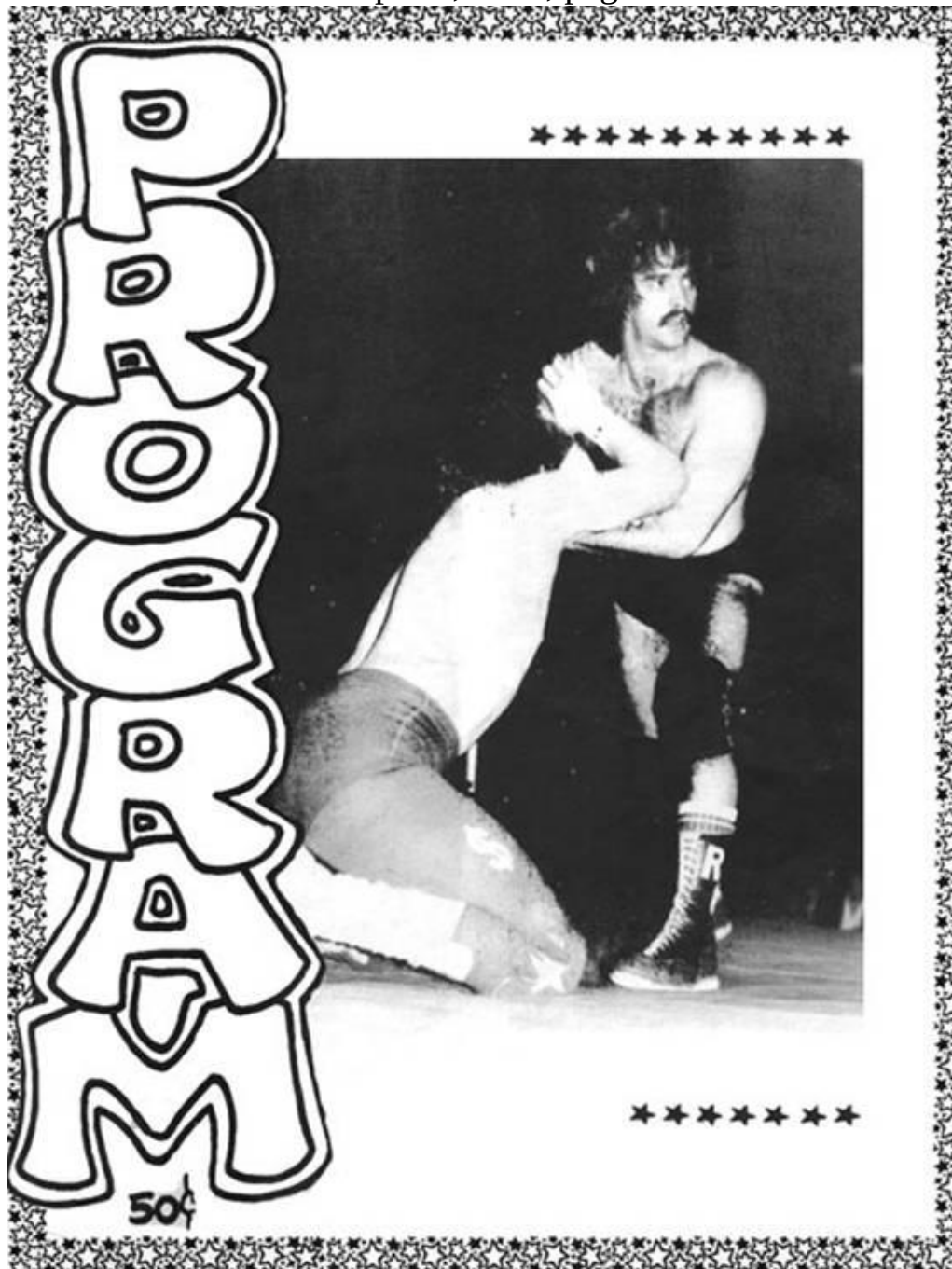
The King echoed Dutch's sentiments concerning the tough battles.

"I'm really glad," Jerry said, "that these matches are over. In addition to taking an incredible toll on my body, it didn't do my self-confidence any good to throw everything I had at Dutch Mantell and then see him throw it back. He's got ability, he's got toughness, he's got a spirit that won't be held down, but I've got all that too--and I've got the Southern Title, and I think it will be that way for awhile."

All we have to add is that this situation is one that will be talked about for years to come by those who witnessed it.



Apr 19, 1982, page 1



THE SUPERSTAR'S REMINDER!



"I've relived it over a hundred times. I own a video tape machine in my home and during the time I was out, I watched the tape of Sweet Brown Sugar and Bobby Eaton injuring my shoulder, the same one all of you saw on television. Over a hundred times. Each time was as painful as when it happened.



"All my friends and family begged me to burn the tape. They couldn't understand why I tortured myself. Well, I'll tell you why I did it. Because over a period of weeks, Sometimes you tend to lose momentum. I wasn't about to let that happen. I wanted to feel that injury just as fresh as if it had happened yesterday when I could finally get in the ring with Sugar and Eaton. I swore to myself, and I've sworn to everyone I would make them feel what I felt.

"Everytime I watched that video tape, it was a reminder. A reminder of what happened to me, and a reminder to me what I have to do to them. On the day that both Sugar and Eaton are in the hospital, I'll burn that tape, and I've already struck the match!"

Memphis, Tenn
Monday April 19

Main Event

Southern Tag Team Title
Match No Time No DQ
Bill Dundee & Steve Keirn

-VS-

Sweet Brown Sugar-
Bobby Eaton with Hart

Southern Heavy Weight Title
Match

Jerry Lawler-vs-Sonny King

Handicap Match No Time
No DQ

Hair -vs- Hair
Robt Gibson-vs- Jimmy &
J.R. Hart

Mid American Heavy Weight
Title Match No Time
No DQ

Title -vs- Dreams Mask &
Hair
Dutch Mantell

-VS-

The Dream Machine

Norvell Austin &
Dennis Condry

-VS-

Lane & Roy Rogers

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THE EXPRESS IS ROLLIN!

"This is Randy Rose, I'm the designated spokesman today for the greatest tag team in the sport. The Angels of the underworld, the Midnight Express. I got a little message I want to lay out for a few rednecked, brainless idiots out there tryin to derail us.

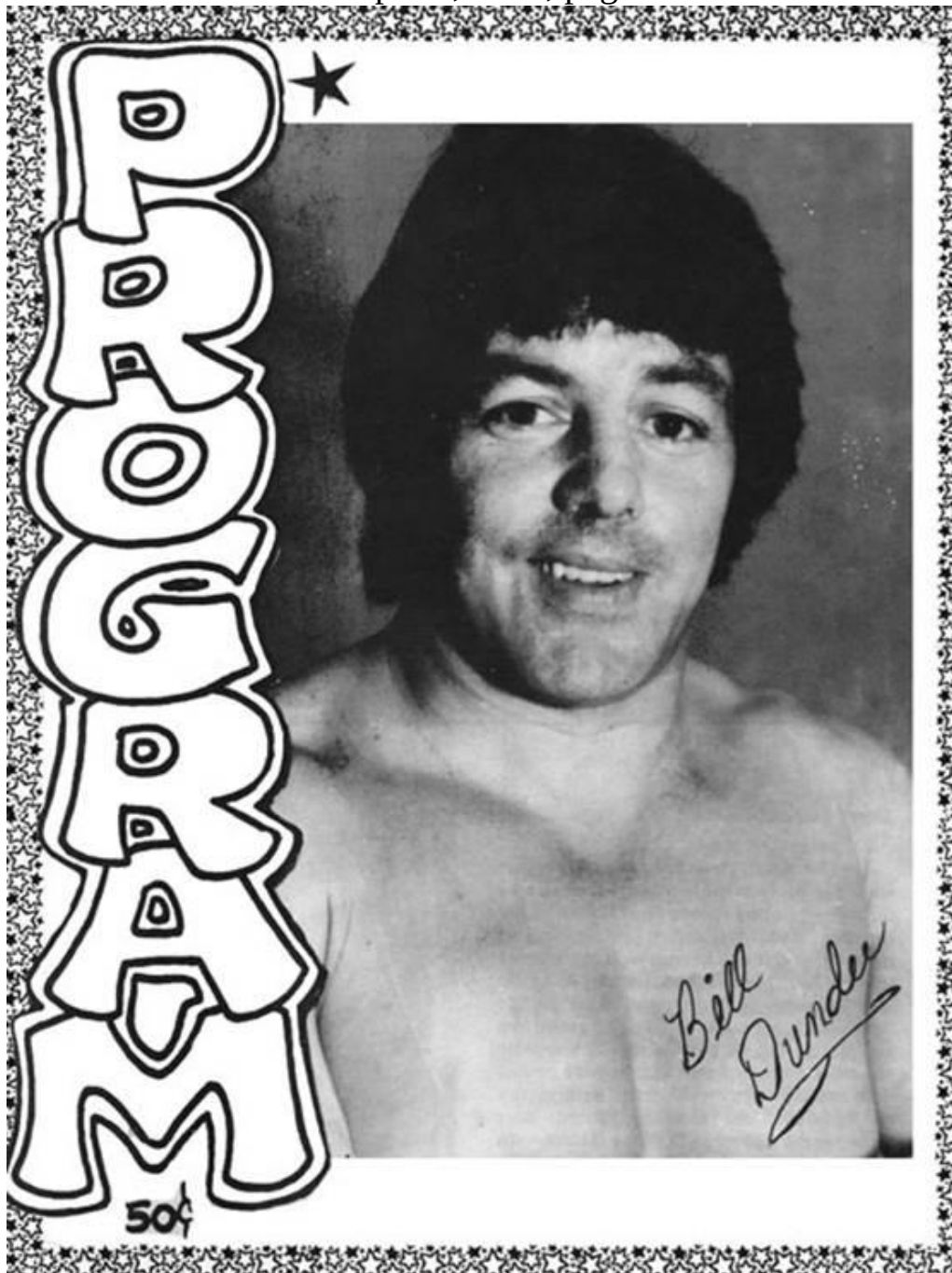
Ain't no way that we're scared of a hairy texan with a big wicked witch hat. A little runny nosed punk that rides around on trigger or a fatheaded egomaniac with an oleomargarine crown on his head, or anybody else. But these three have stuck their noses into our business lately. We done

proved that we can kick Roy Roger's hind any time we please, and Dutch Mantell is fixin to find out we can kick his too. And even Jerry Lawler stuck his nose in our affairs! He couldn't hardly whip Mantell now he wants to mess with The Express?

Time after time after time we prove ourselves to you goofs and everybody's too stupid to see it. We *are* unbeatable; we *are* undefeatable, and evidently we're gonna just have to kill some punk to prove it. We're just havin trouble deciden who! The Express is rollin; baby. Get in our way and we'll roll all over you!"



Apr 26, 1982, page 1



THE SUPERSTAR IS BACK!



After 5 weeks of inactivity due to a serious shoulder injury at the hands of Sweet Brown Sugar and Bobby Eaton, The Superstar, Bill Dundee made his return to action just recently, and it has been a nightmare come true for Hart and his Duo. Dundee is a man who keeps his promises, and in addition to injuring J.R. Hart, JR for a time by giving him two piledrivers, he has single-handedly put more pain on Eaton and Sugar's bodies than any tag team they've faced before. He's hit them with chairs, broken boards over their heads, pounded them senseless with his fists and in general done everything possible to fulfill his promise that he would injure them as they injured him. From what he says, He's only just begun!

"Those two scums like to jump people from behind, and on the street, well I can do that kind of —too! "The usually soft spoken Superstar screamed. "I've had more fights, I've been in more brawls and used more low, dirty tactics than both of them combined, and I know how to hurt somebody. If I see'em on the street, I may go to jail, but they'll go to the hospital! If I'm driving my car, I'll run them off the road. If I see them in a restaurant I'll tear the place up, and whenever, wherever I can get'em in the ring, I'll enjoy that most of all. Because what ever I do, I can't get arrested for. Steve feels as I do not as strongly. Because no one could, but he knows what we have to do and we'll do it. One way or the other. That I Swear!"

Jimmy Hart appears on the outside to be unworried, but people who have watched him lately say he's looking over his shoulder a lot.

"You listen to me!" Hart said. "First of all, I've got an alibi for this Gibson thing, but I'm not telling anybody what it is! Second, if Dundee lays one hand on me he'll end up looking like Rick Gibson, only worse! And third, I don't want to talk about it!"

Or think about it for that matter, we might add, the First Family has some big problems and the biggest is Bill Dundee."



Memphis

Monday, April 26th

**Southern Tag Team
Championship Match**
No Time Limit No. D.Q.
Bill Dundee & Steve Keirn
with Stan Lane

-VS-

Sweet Brown Sugar &
Bobby Eaton with Jimmy Hart

**Southern Heavyweight
Championship Match**

Jerry Lawler

-VS-

Dennis Condry D

**Mid America Championship
Match**

The Dream Machine with Hart

-VS-

Stan Lane

Special Challenge Match

Jimmy Hart

-VS-

J. R. Hart

Dutch Mantell

-VS-

Norvell Austin

Sonny King & Robert Gibson

-VS-

The Monk & The Angel with
Hart

Roy Rogers

-VS-

Tojo Yamamoto

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**REED'S
PHOTOGRAPHY**

For all your

Nightmare for Lane eds.

Stan Lane found it a nightmare wrestling The Dream Machine, failing to beat his arch-rival for the Mid-America title in the weekly card at the Mid-South Coliseum.

In other matches last night before 7:042, the tag team of Bill Dundee and Steve Keirn defeated Sweet Brown Sugar and Bobby Eaton to claim the Southern Tag Team championship. Gypsy Joe beat Eric Embry; the team of Sonny King and Robert Gibson defeated The Monk and The Angel. Jimmy Hart beat J.R. Hart and the team of Jerry Lawler and Dutch Mantell outlasted Norvell Austin and Dennis Condry.

Apr 26, 1982, page 4



**THE KING IN
★ ACTION! ★**



Apr 26, 1982, page 5



DUTCH MANTELL IN ACTION!



RICK GIBSON SAYS "DON'T COUNT ME OUT!!"

It seems Sweet Brown Sugar, Beautiful Bobby Eaton and Jimmy Hart have made their share of enemies lately, but in all the confusion concerning Bill "Superstar" Dundee's return and the revenge he's after, we cannot overlook the fact that these three men were responsible for one of the most disgusting acts ever perpetrated in the sport. This is a perfect example of letting winning, money and power cloud and even eliminate a person's sense of moral responsibility.

On a recent Saturday night, Rick Gibson was driving home alone. Nearly recovered from his serious sternum injury. He had in mind teaming with brother Robert again to try and wrest the tag belts from Sugar and Eaton's grasp. There was an excellent chance they would do just that. Suddenly,



Rick's attention was caught by a car with it's lights flashing. Thinking it might be Robert, who he had just dropped off, he pulled over and stopped. Getting out in the rainy, dark night, he made his way to the car. Realized it wasn't his brother, and was suddenly attacked by Sugar, Eaton and Hart. The trio brutally, savagely beat Rick and left him laying on the ground, bruised and bleeding. Evidently they were trying to eliminate the chances of the Gibsons to win the belts. They didn't!

"I'll say this" Rick said, "No matter how long it takes me, I'll get well, and then brother, there'll be hell to pay. People tell me I ought to file a lawsuit, but first of all there were no people around. I'm looking for a passers by that might have seen it, but until then I've got no witnesses, just my face bashed in as you see by these photos. But secondly, if they went to jail, I'd lose my chance to make their faces look like this. Eaton and Hart's at least. I can't make Koko black and blue, but I can make him bleed. So someday, payback is gonna come down heavy on 'em! Don't count me out!!"



•

Chapter 5: May 1982

Slippery Southern Tag Titles

In May, the Southern tag titles were hard to keep hold of. Bill Dundee & Steve Keirn started the month as the tag champs and for the better part of the past seven months had held those belts. The only problem they had was when Bill was out six weeks with a shoulder injury. Just as quickly as they won the belts back, however, the fan favorites lost them to Dennis Condrey and Norvell Austin and their new manager, Jimmy Hart, on May 10. The reign of the Midnight Express was short, however, as the next week they turned around and lost the belts right back to Dundee and Keirn. The back-and-forth war between the Express and Dundee/Keirn was exciting for the fans; they never knew who was going to walk away with the belts. The changes continued on May 24 as the Midnight Express won the Southern tag titles back from Dundee and Keirn yet again. For the first time all month, the tag champs were able to keep the belts more than a single week as the Midnight Express, Dennis Condrey and Norvell Austin, defeated a pre-Fabs teaming of Steve Keirn and Stan Lane on the last card of the month.

Jerry Lawler Loses Southern Title To Kendo Nagasaki In Florida

On Saturday, May 22, Lance Russell started out the regular morning TV show by announcing there was a new Southern heavyweight champion, and his name was Kendo Nagasaki. This was a shock to most Memphis Wrestling fans as there was not a wrestler in Memphis by that name. Avid wrestling fans were aware of Nagasaki, but were stunned to hear he had defeated Lawler, especially since he was not in the Memphis territory.

This story has roots back to 1981. During his triumphant return to the Memphis territory after a broken leg, Jerry Lawler got into a vicious feud with Terry Funk. The Lawler-Funk feud got so big that it spilled over into Terry Funk's home territory, which happened to be Eddie Graham's Florida promotion. Lawler enjoyed his 1981 run in Florida and in 1982, after his feud with Funk had ended, would occasionally return there on his off days from the Memphis territory.

During the 1982 return to Florida, Lawler almost immediately got into a feud with heel manager James J. Dillon (JJ for short). Dillon was sending his top guys against Lawler. One of those guys was the Japanese assassin, Kendo Nagasaki. Nagasaki's wardrobe, look and wrestling style were heavily influenced by the martial arts. His finishing move was a neck-throat nerve grip that caused the opponent to start splitting blood and convulsing. For 1982 this was a very effective gimmick, and Kendo was causing a great buzz in the wrestling world.

After Lance had finished the story about Lawler losing the belt, a taped interview was shown that featured the new champ's manager, JJ Dillon. Even though this was the first time the Memphis fans were exposed to Dillon, they would learn to despise him fairly quickly. In the next few months, his presence in Memphis would have a huge impact on the territory.

On May 24, Jerry Lawler got his rematch with Kendo Nagasaki for the Southern heavyweight title. The match was setup as a 'no time limit - no DQ' match. The promotion dispensed with its usual pattern of the King fighting two to three matches before taking back the belt, and Lawler won the title back that night.

Looking back on the Nagasaki angle, it would seem logical that this was done more to get the Memphis fans introduced to JJ Dillon than anything else. Kendo Nagasaki only showed up one more time and that was to team up with Kimala at the end of the summer. JJ Dillon (as will be explained more in-depth later) was given credit for finding and bringing in Kimala. Dillon continued to work his full schedule in Florida for the Eddie Graham promotion. All the manager had to do was mail a weekly tape to Jerry Jarrett talking about whoever Kimala was going against that Monday night. By the end of summer JJ was showing up for the weekly Monday night cards. This would also have a direct impact on the promotions only other heel manager, Jimmy Hart, but we're getting a little ahead of ourselves here. The summer of 1982 was just around the corner and it would be one to be remembered.

Earlier Kimala was mentioned, and the final card of the month saw Jerry Lawler going one-on-one with the beast. The King ended up getting beaten around the ring. The King pulled out a DQ win only because Kimala would not stop beating on him. Their next few months would take things to the next level and go a long way in making Kimala a worldwide star.

Iron Sheik Arrives

May saw the future WWF World heavyweight champion Iron Sheik show up in Memphis. The Sheik made light work of Joe Stark, Danny Davis & Bobby Fulton (twice). Even though it wouldn't happen until June, the Iron Sheik's first real test would be against Cowboy Ron Bass. Bass had recently returned to Memphis and was about to enjoy a short run as a fan favorite.

Within a few weeks, the Iron Sheik would move up the food chain and get into a feud with Jerry Lawler. Chants of, "USA! USA! USA!" rang out through the walls of the Mid-South Coliseum whenever the Sheik would show up.

The Mid-America Title

The Mid-America title became somewhat of a hot potato during the month of May. As the month began, the belt was around the large waist of the Dream Machine (Troy Graham). Even though his ring work might not have been top notch, Dream could always be counted on for those great promos. While Dream snuck by Stan Lane on May 3 with a DQ loss, May 17 was the day the Dream Machine's luck ran out as he dropped the Mid America title to the man he beat for it, Dutch Mantell. Dutch had held this title longer than anyone else in previous reigns. This time, it was a short reign as no sooner than getting the Mid-American title back, Dutch turned around and lost it the following week to Bobby Eaton (who along with Sweet Brown Sugar lost the Southern tag titles only a few weeks earlier). Finally, on the last card of the month Bobby Eaton followed suit and lost the belt to challenger King Cobra.

Speaking of Bobby Eaton, despite winning the Mid-America title, he and partner Sweet Brown Sugar were still an active tag team. During this time, both wrestlers were being tested as singles wrestlers in addition to the tag-team matches. With Jimmy Hart as their manager, Eaton and Sugar were quickly rising to the top echelon of heels in Memphis. While the Midnight Express were sitting pretty with the tag-team titles, the time for Bobby Eaton and Sweet Brown Sugar to take the gold was yet to come.

Jerry Lawler

The Kendo Nagasaki saga was short and has already been discussed, but the King was busy the rest of the month as well. In April, the King and Dutch Mantell formed a powerful team to defeat the challenge of the Midnight Express. May was no different as Lawler and Mantell teamed together one more time to defeat Bobby Eaton and Sweet Brown Sugar.

Jerry Lawler used many wrestlers as his tag-team partner over the years. In late 1977, after his initial babyface turn in the Jarrett promotion, Jerry teamed with Bill Dundee for the first time. It's hard to go against this team. These two guys are legendary in Memphis. By 1979, if the King needed a little extra help, he would make a phone call to Jackie Fargo who would come in for a week to remedy whatever situation was giving the King problems. In the early 1980s Bill Dundee filled the role again. In 1982, while still teaming with Dundee, Jerry tried out Dutch Mantell in the tag partner role a few times. Going forward, 1983 saw Austin Idol filling this roll and they formed an excellent team. For a few years after that, Jimmy Valiant was the go-to guy. In 1985, when no one else was available, Lawler and Phil Hickerson formed a popular tag team to take on and turn back the challenge from the returning Fabulous Freebirds. In 1987, Jerry Lawler and Bill Dundee reformed their extremely popular and effective tag team. The duo ended up winning the AWA World tag team tiles for a few weeks.

The Midnight Express Evolves

The month of May saw the Midnight Express making changes. Over the years many changes would happen to the Express, but the first one happened in May 1982 when the threesome became a twosome. Dennis Condrey and Norvell Austin remained to form the new Express while Randy Rose was no longer around. The next change was that Jimmy Hart became the manager of the Midnight Express. Now, Condrey and Austin were full-fledged members of Hart's First Family. The association with Hart was the right combination, as evident by their winning the Southern tag titles.

Stan Lane Continues To Get The Cheers

May was a good month for Stan Kane. Ever since he fired Jimmy Hart as a manager and became a fan favorite, his career seemed to be taking off. Stan had become a solid mid-card performer and was getting time with guys who were on the top of the cards, guys like Bill Dundee, Steve Keirn and Dutch Mantell. Stan was about to have a good run in the Memphis territory and would even get a couple of tag title runs in before the summer was over. By the end of the year, Lane would be in main events across the entire territory.

Slow May

The winter feuds were over by the beginning of May. The busy summer rush was about to hit and take off during the first week of June, so much of May was used as a time to build anticipation for feuds, end other smaller

ones and give the fans some matches that were not drawn out into long wars.

In preparation for the summer months, May saw some new people quietly moving into the territory and taking up space at the bottom of the cards until Jerry Jarrett's plans were set into motion in June. Some of these guys we've already talked a little about are Ron Bass and the Iron Sheik. Kimala was one as well, but he started off in the main event on May 31 (no bottom of the cards for him).

Speaking of those minor feuds, one started at the end of the May that involved Bill Dundee and Sweet Brown Sugar. Even though it only lasted a few weeks, it was extremely intense and in the long run helped Koko Ware gain some respect from the fans. He was able to take Bill Dundee to the limit in those battles and wasn't backing off at all. The May 31 card saw Dundee get a DQ win over Sweet Brown Sugar (Koko Ware). The best was definitely yet to come in this feud (scaffolds, barbwire, etc).

Booking Patterns

May was signaling change and if you spend some time researching any of the Memphis cards over the years, certain patterns can be seen as well. One of the most common patterns was when the promotion was about to end a feud with the top babyface and heel, the next big heel could usually be seen on the bottom of the cards. While not always used, a great example of this occurred in early 1978 when the Jerry Lawler-Jimmy Valiant feud had nearly reached its conclusion. For the few weeks before their feud ended, you can see Joe Leduc was down near the bottom of those Monday Night cards in squash matches against young, inexperienced wrestlers.

As often as that scenario happened, it wasn't the only way to bring in the new, big heel. Jimmy Valiant showed up in Memphis in fall 1977 and won the Southern heavyweight title in a tournament his first night in town.

Another pattern that could soon be seen happened after Jerry Jarrett and Jerry Lawler finally formed a partnership in 1983. Jarrett and Lawler would split their booking time in Memphis, 50-50. Jarrett would book the promotion for six months and Lawler would book it for six months. If a hot new babyface or heel was coming into Memphis and quickly captured the Southern Heavyweight title, then that was a good indication Jerry Jarrett was handling the booking.

When it was Jerry Lawler's six months to book the territory, he handled it. When it was Jerry Jarrett's turn, he had a different approach. Sometimes

Jarrett would have some other wrestler handle the booking in his absence. Bill Dundee, Dutch Mantell and Robert Fuller are some of the men Jarrett used as bookers in the Memphis territory.

Bill Dundee “It all started when Jerry allowed me to sit in on the daily office meetings back around 1977 or 1978. It was in these meetings that we’d discuss what was going to happen that week in the matches around the territory. It wasn’t long before I figured out how to be a booker. Jarrett was always willing for us to get involved in the front-office stuff and as long as you were serious about it, he allowed it.”

Jerry Jarrett’s booking style kept established stars in the promotion while bringing in new, younger talent. It gave a lot of younger guys a chance to sink or swim on their own merits. Many promotions had already given up on many of the guys that Jerry Jarrett helped turn into stars. Some examples of these are Paul Orndorff, Rick Rude, Randy Savage and Kimala. Jarrett was willing to take chances on people and see if they could make money. Many of them did and went on to become known around the world.

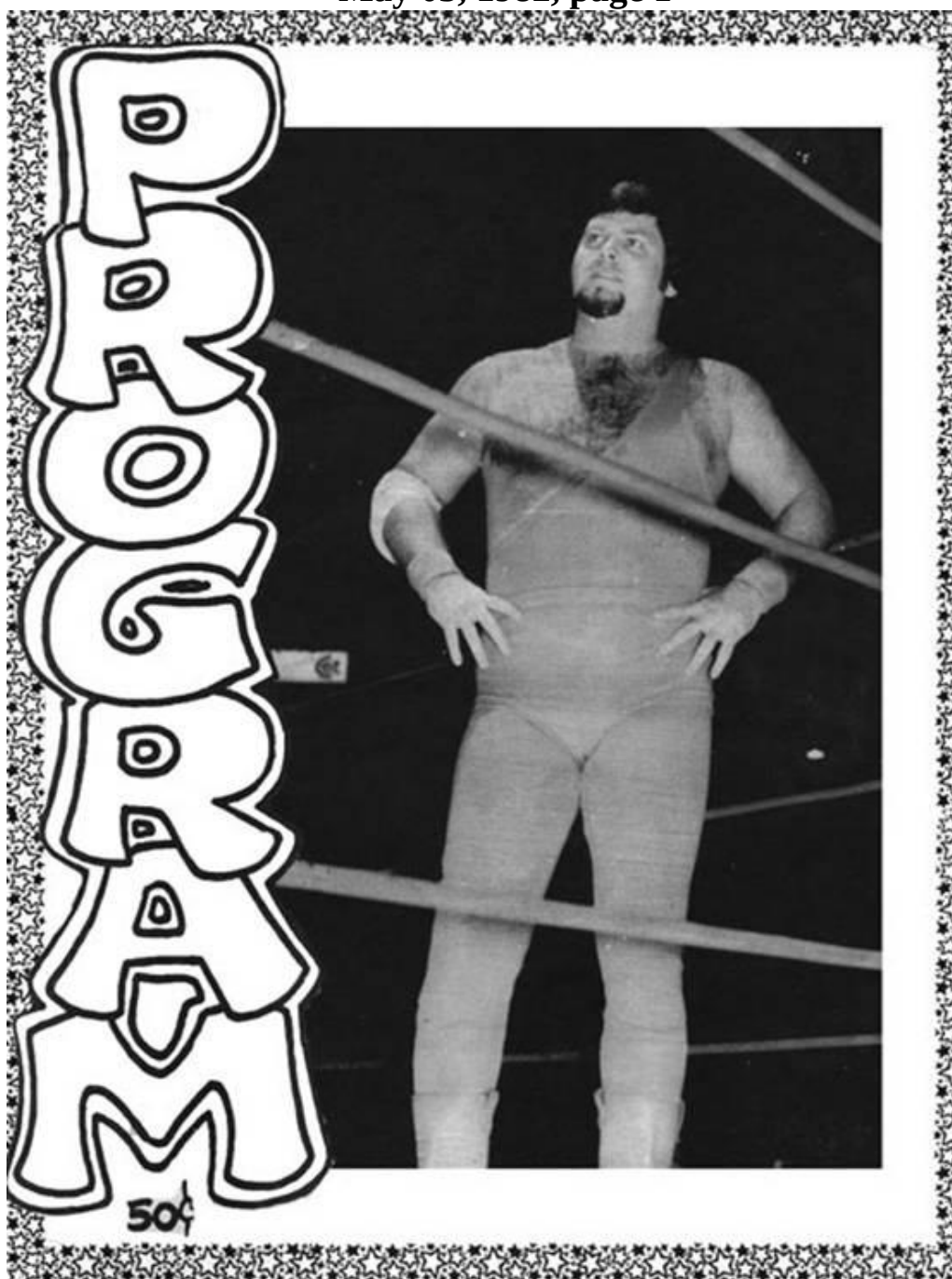
May 1982 Jarrett Promotion Schedule

- Sat May 1: Memphis TV & Jonesboro, AR
- Sun May 2: Jackson, TN
- Mon May 3: Memphis, TN
- Tue May 4: Louisville, KY
- Wed May 5: Evansville, IN
- Thu May 6: Lexington, KY
- Fri May 7: Tupelo, MS
- Sat May 8: Memphis TV & Nashville, TN
- Sun May 9: Idle
- Mon May 10: Memphis, TN
- Tue May 11: Louisville, KY
- Wed May 12: Evansville IN & Ashland, KY
- Thu May 13: Harrodsburg, KY
- Fri May 14: Tupelo, MS & Lawrenceville, KY
- Sat May 15: Memphis TV & Nashville, TN
- Sun May 16: Idle
- Mon May 17: Memphis, TN

- Tue May 18: Louisville, KY
- Wed May 19: Evansville, IN
- Thu May 20: Huntingburg, IN & Savannah, TN
- Fri May 21: Batesville, MS
- Sat May 22: Memphis TV & Booneville, MS
- Sun May 23: Idle
- Mon May 24: Memphis, TN
- Tue May 25: Louisville, KY
- Wed May 26: Evansville, IN
- Thu May 27: Idle
- Fri May 28: Tupelo, MS
- Sat May 29: Memphis TV & Nashville, TN
- Sun May 30: Idle
- Mon May 31: Memphis, TN

May had 34 shows happening in 31 days. By this time Jerry Lawler had stopped going to many of the smaller cities on the schedule. Cities like Booneville, Ashland and Huntingburg were not going to see Jerry Lawler wrestle there. There were even times that the King was not hitting some of the big cities of the promotion, like Louisville and Evansville. In the King's absence, usually guys like Bill Dundee and Dutch Mantell would slip into the role as the top babyface.

May 03, 1982, page 1



WELCOME BACK SONNY KING!

One of the most incredible comeback stories of all time came to a successful conclusion recently with the return to action of Sonny King. After many had already written off his career, and at one point even his life, Sonny proved them all wrong and is wrestling again, despite all the odds being against him.

It began last year, when Sonny was visiting in North Carolina. Stopping by the wrestling matches in Charlotte, Sonny talked to some old friends, and was leaving the building when he saw several men harassing an elderly doorman. When he asked them to leave, they attacked Sonny with knives. One slash actually cut his heart after coming through from his back, and there was also damage done to his lungs and muscles.

After he was left for dead, an ambulance was called, and Sonny was rushed to the hospital where he underwent procedures which included open-heart surgery, in which

the doctor actually held Sonny's heart in his hands as he stitched up the wounds. Even though the operations were successful, everyone said he would never wrestle again. And some still doubted his survival.

Everyone, that is, except his son Larry. The first question the little boy asked his father upon seeing him after the operation was, "Daddy, will you wrestle again?"

Right there, Sonny promised his son he would.

As soon as he was physically able, he began preparing for a return to the ring. It was a slow, hard process, painful and difficult, but in the end, after so much time had passed, it was successful. Sonny King is wrestling again, for his son. We at Action Ringside speak for all the fans in expressing our admiration for Sonny, and our happiness over his triumph. Sonny King is a very tough man.



**Memphis, Tenn.
Monday, May 3rd**

MAIN EVENT

8 Man Grudge Tag Team Match

Jerry Lawler - Dutch Mantell

Bill Dundee - Steve Keirn

-vs-

Dennis Condry - Norvell Austin

Bobby Eaton

Sweet Brown Sugar w/Hart

Return Mid America

Title Match

Stan Lane

-vs-

The Dream Machine w/Hart

Robert Gibson

-vs-

The Angel

Sonny King

-vs-

Gypsy Joe

Roy Rogers

-vs-

Tojo Yamamoto

Bobby Fulton

-vs-

Hollywood Hippie

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REED'S

Lane Downs Dream Machine

Stan Lane won by disqualification over the Dream Machine last night in the wrestling matches at the Mid-South Coliseum, but the Dream Machine retained his Mid-America title. In other action, Bobby Fulton defeated the Hollywood Hippie; Roy Rogers got by Tojo Yamamoto. Sonny King beat Gypsy Joe and Robert Gibson defeated the Angel. In the final match of the night, Dennis Condry, Norvell Austin, Bobby Eaton and Sweet Brown Sugar won the eight-man tag match, defeating Jerry Lawler, Dutch Mantell, Bill Dundee, and Steve Keirn. Attendance was 4,969.

JIMMY HART IS A HAPPY MAN!

Well, it makes a lot of sense for a guy who feeds on other's misfortunes to be happy when others have tough luck, and in this case it's Jimmy Hart. He stopped at our offices recently with a grin so wide we thought he was chewing a picket fence and literally gushed about the First Family's new-found confidence.

"Ha, Ha. I TOLD you idiots you'd hear a lot from the Family in 1982, and you are! We've suffered a few minor set backs. But we've taken some giant steps forward. J.R. got hurt, but he bounced right back. My Dream Machine, my Soul Man, oh I love him, beat that Hair-Lipped Cool Dutch Man—tell for the Mid-America Belt, and it was legal I don't care what anybody says. I'm grooming a couple of people to strip that Southern Title Belt from around Jerry Lawler's overly-ample waistline. Sweet Brown Sugar and Beautiful Bobby Eaton are the Top Tag Team in the world no matter what you hear to the contrary. And my record "We Hate School" is climbing every day, most recently on WQMF-FM in Louisville, KY. Baby I'm on top of the world!

The only blemish on the Family is these wild accusations Rick Gibson is making about Sugar, Bobby and myself. First of all it's totally ridiculous to think we would pull him off the road and beat him up, and besides we never thought of it. I've got a perfect alibi but I can't tell anybody what it is. What probably happened is that he got his face bashed in by a girl scout he wouldn't buy any cookies from! But everybody's got to blame the Family cause we're on top. Whenever that idiot Rick Gibson gets his old decrepit body patched up good enough to wrestle let him and his stupid brother bring it on, and we'll make both their faces look twice as bad as we—... Ur... as whoever it was did his before. You know Rick Gibson's so stupid he once tried to slam a revolving door! I think we'll break their



fingers so they can't talk to their old deaf mother!"

ATTENTION WRESTLING FANS!

The newest edition of championship wrestling magazine is on sale tonite at this arena. Issue #5 contains photos and articles on all the wrestlers in the championship wrestling area, plus full color cover photos of the King, Jerry Lawler, Bill "Superstar" Dundee, Steve Keirn and handsome Jimmy Valiant. This is an all-new double-size issue with twice as many pages as before! Get your copy today!



THE DREAM MACHINE— NEW MID-AMERICA CHAMPION!

First Family Member The Dream Machine scored a big upset recently with his victory over highly-ranked Dutch Mantell to take Mid-America Heavyweight Title. Though many question, and rightfully so, the way he won the belt, the fact remains he does have it securely around his waist.

"I told everybody" Dream Crowed. "I told Jimmy, I told the promoters, I told all the people, I was tired of takin' the back seat. I was tired of bein' misused and abused. The Dream IS the number one soul man 'round these parts, and I had to prove it baby, so I geared up, went out smokin', and I beat the Hairy-Legged Texas Egg—Suckin' Dog Dutch Mantell. Baby I got more moves than Julius Erving, I just hadn't been right in my thinkin' lately, but I'm back on the right groove, and ain't no stoppin' me now!"

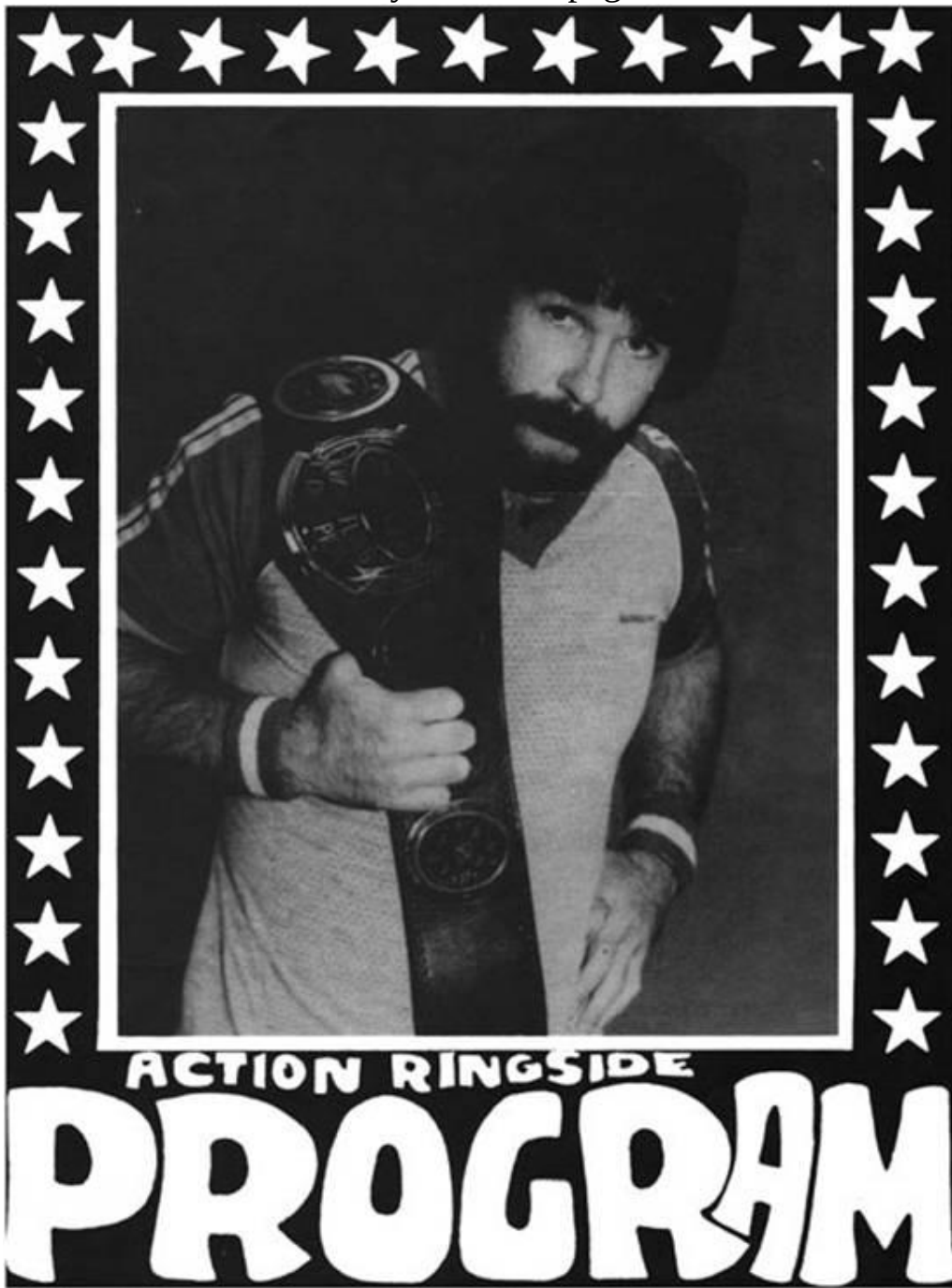
The dream has been working out heavily as of late. As evidenced by his trimmer-than-ever waistline and his powerful arms, and that combined with his streaks of irrational behavior and his psyched-up attitude could make him harder than ever to put down.



**INTRODUCING HART'S
NEWEST
SENSATION
THE
IRON SHIEK
COMING SOON!**



May 10, 1982, page 1



—PAID ADVERTISEMENT
FROM JIMMY HART

THE FAMILY— SURVIVORS OF THE ROCK 'N' ROLL WARS!

The First Family Revolution is on it's way baby! As you can see by these photos, we've set up the battle lines for the next skirmish in the Rock 'N' Roll Wars, and we're ready to meet the enemy at the front! As general, I've spread the influence of the First Family to new frontiers—my smash hit "We Hate School" has conquered the Memphis area through Rock 103, the top radio station in the area, and in the last battle we blew out the competition on WQMF-96 in Louisville, KY, the number one rock station in the dear old

Derby City. I want all my soldiers to listen to Rock 103 and QMF-96 at least one hour daily before doing KP, or else I'll send you on a forced march to the easy-listening stations. Remember—we hate school, and you do too. You ootta go, but you don't have to like it!

Next, on the wrestling fronts, my team of Sweet Brown Sugar and Beautiful Bobby Eaton have proven themselves again as my top battle aides, totally destroying the competition. Rick Gibson will NEVER wrestle again, I don't care what he says, and as for Bill Dundee, he's only dug his grave deeper with what he's done to us the past few weeks. Before long, he'll be back in not one sling, but three or four, and traction on top of that. As for Steve Keirn, that coward, he's just like a callous, he only shows up after the work is done. We'll take him out too.

The team we want to meet at the battle lines is Lawler and Mantell. If they say they're GONNA be the greatest tag team, they'll have to meet the team that already IS the greatest, Sugar and Eaton. And believe me, man, they'll wish all that body hair was metal-plated when we start unloadin' on them.

Until next time, this is General Jimmy Hart, signing off for the First Family from the front lines of the Rock 'N' Roll Wars!!



**Memphis Tenn.
Monday, May 10**

**Triple Main Event
LAST MAIN**

Bill Dundee & Steve Keirn

-vs-

Dennis Condry &
Norvell Austin w/Hart

2ND MAIN

Rick & Robt. Gibson

-vs-

Sweet Brown Sugar &
Bobby Eaton w/Hart

1ST MAIN

Jerry Lawler

-vs-

Jimmy Hart & J. R. Hart

Dutch Mantell & Stan Lane

-vs-

Angel & Dream w/J. R.

Bobby Fulton

-vs-

The Iron Shiek w/Hart

Roy Rogers & Danny Davis

-vs-

Jojo Yamamoto &
Gypsy Joe

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SPECIAL REPORT! LAWLER AND MANTELL— THE TEAM!

One of the most surprising developments of the past few weeks has been the formation of what has become known simply as "The Team"—Jerry "The King" Lawler and "Dirty" Dutch Mantell TOGETHER as a tag combination. After having some of the most brutal battles ever seen, the two men have settled their differences and formed one of the most incredible duos in wrestling today. We went to the men involved, Lawler and Mantell, and got their thoughts. First, Lawler on the formation of the team, and secondly Mantell on their possible future.

"Well," Lawler said "It was a complicated series of events which put us against each other, and an equally complicated series of events which brought us together. If there's one thing I learned from our matches, it was respect for Dutch's abilities. He beat me, and I beat him. I don't think anyone proved their clear superiority over the other. I came away with the title, which is always nice, but every time we wrestled it went a different way.

"But the main thing was, Dutch didn't have 5 of his friends jump me from behind anytime he lost. He was determined to beat me himself, alone, or not at all. There's an element of honor there. And I definitely found out he's one of the greatest single wrestlers in the sport. After the bouts were over, Dutch got in a bind a couple of times with Condrey and Austin, and I decided that the man never had anyone gang up on me, so I shouldn't let it happen to him. I helped him out, but Dutch didn't want to forget what had happened between us. I guess I couldn't blame him. Dutch is an individualist. He's a loner, and he's not quick to trust anyone, which the



way things are these days I guess is a necessary attitude to have.

"But I got discouraged, so I just dropped the thoughts I had about us being friends again. Then I got in the same position he had been in, ganged up on by Condrey and Austin. He came out and helped me fight them off. I thought maybe he wanted to bury the hatchet, but he still said he wanted to just be even, and drop it.

"The more I thought about it, though, the more it ate at me. I KNEW with a man as tough as Dutch in there as a partner, we could wipe out any team around. I was looking at it professionally as well as personally. Look back—Dundee and I had major differences at one time, but we made a heck of a team. When you've had battles with somebody, you learn to respect them even more as a wrestler and athlete. Finally, I persuaded, I talked, I argued, and I got Dutch to agree to try it out for awhile. And believe me, we WILL be the best team you ever saw."

Dutch's viewpoint is equally as confident, to a point:

"I also learned a lot of respect for Jerry in our matches, but I respect a lot of people I don't like too. Now I will admit Jerry is right when he says you have to be convinced a man is tough and honorable before you can take him as a partner. I'll give it to him that he beat me a couple of times with no technicalities, just flat out. I did the same to him. I'm not anxious to start that all up again, but I didn't want to team with him either.

"He persuaded me, though, talking about it professionally. We CAN be the top team in the sport. I think it's in our power that means belts, money, and that's what professional sports is all about. Since I've teamed with Jerry, I HAVE found out he's not the (expletive deleted) I thought he was. But we're still not buddy-buddy and that'll take some time with me. The important thing is I trust him and he trusts me, cause if anybody was gonna pull a Pearl Harbor they'd have done it by now.

"The son of a gun IS a great wrestler, and I've proven myself, so we'll see how it goes. If we do well, we'll stay together. If it doesn't work out, we'll go on to other things. But in

my mind, there's a lot of teams that better be getting nervous, because if we can fight as hard FOR each other as we did AGAINST each other, they're in for a helluva long night!"



ATTENTION WRESTLING FANS!

The newest edition of championship wrestling magazine is on sale tonite at this arena. Issue #5 contains photos and articles on all the wrestlers in the championship wrestling area, plus full color cover photos of the King, Jerry Lawler, Bill "Superstar" Dundee, Steve Keirn and handsome Jimmy Valiant. This is an all-new double-size issue with twice as many pages as before! Get your copy today!

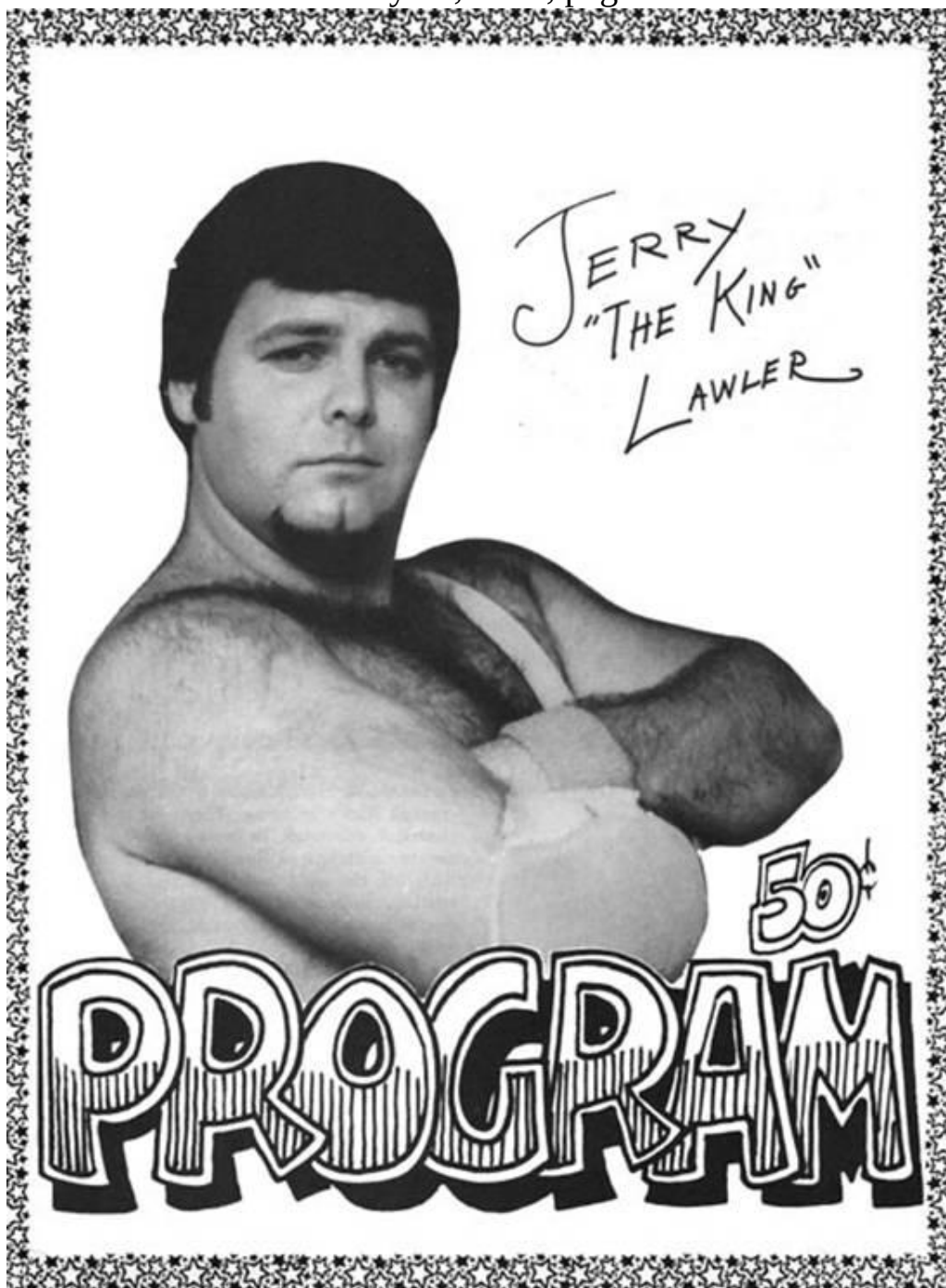
May 10, 1982, page 6



ACTION PHOTOS



May 17, 1982, page 1



THE IRON SHIEK— HART'S NEWEST ASSASSIN!

In the past Jimmy Hart has brought into this area dozens of wild, brutal grapplers with the intention of totally dominating the area, but he has never had such an excellent chance of doing just that than with his newest find, the Iron Shiek.

You may have already seen this mountainous wrestling machine in action, but Hart says he is still holding back, not even putting out 100% waiting for an as-yet unspecified victim before he unleashes all his talents. He still appears awesome to us. We did some research on the man's career, to better prepare us for the onslaught.

The Iron Shiek was born in Teheran, Iran, and began wrestling at an early age. As an amateur wrestler, his credentials are impressive and his awards numerous. Iranian State Senator in high school four times, Iranian Army Champion, Gold Medal in the European Amateur Championships. He won a Bronze Medal for Iran in the 1968 Mexico City Olympic games. He achieved consecutive Gold Medals in the National AAU Wrestling Championships in 1969, 1970 and 1971.

The Shiek shows evidence of his wrestling prowess in the ring by way of his great variety of suplexes, but since turning professional in 1972. He was evolved into a brutal, animalistic wrestler, capable of any tactic, unpredictable. Hart says this is because of his great hatred and resentment of Americans. So much so that he refuses to show respect for American wrestlers by staying within the rules.

Since turning pro, he had held the Australian Heavyweight title, Canadian Heavy-

weight and Tag Titles, and the Northwest Heavyweight Belt.

He has wrestled extensively all over the world. In the Pacific Northwest, he defeated such men as Jesse "The Body" Ventura and "Superfly" Timmy Snuka. In the AWA in the Midwest, he topped such stars as Maddog Vachon, Steve O, and Paul Ellering. During a long tour of the WWF, he defeated men like Jay Strongbow, Tito Santana and Ted Dibiase, and nearly destroyed WWF Champion Bob Backlund in matches that saw Backlund keep the title on rules technicalities. In the Mid Atlantic area, he defeated Jim Brunzell for the Mid-Atlantic Heavyweight Title, and turned back men like Rocky Johnson, Pedro Morales, Blackjack Mulligan, Mr. Wrestling 2, and also defeated current NWA World Champion "Nature Boy" Ric Flair before Flair won that Belt. On a tour of Louisiana, he gained wins over Tony Charles, Mike George, Jim Garvin, Brian Blair and Bad, Bad Leroy Brown, among many others.

The Iron Shiek speaks little English, which is evidently another part of his hatred for Americans. So Hart will likely do the talking and that will make him happy. The Shiek will do the wrestling, brutally, viciously, probably aided by his controversial pointed-toed boots. Strap into your seats, fans, this time we're in for a rough one.

ATTENTION WRESTLING FANS!

The newest edition of championship wrestling magazine is on sale tonite at this arena. Issue #5 contains photos and articles on all the wrestlers in the championship wrestling area, plus full color cover photos of "The King", Jerry Lawler, Bill "Superstar" Dundee, Steve Keirn and handsome Jimmy Valiant. This is an all-new double-size issue with twice as many pages as before! Get your copy today!

**Memphis, Tenn.
Monday, May 17**

TRIPLE MAIN EVENT

Southern Tag Team

Title Match

Norvell Austin &
Dennis Condry

-vs-

Bill Dundee &
Steve Keirn

Mid-America Heavy Weight

Title Match

Dutch Mantell

-vs-

The Dream Machine

No Time - No D. Q.

Rick & Robt. Gibson

-vs-

Sweet Brown Sugar &
Bobby Eaton

The Iron Shiek

-vs-

Danny Davis

Stan Lane & Roy Rogers

-vs-

The Angel
Hollywood Hippie

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PHOTOGRAPHY**

Lawler-Mantell Team Wins

Jerry Lawler and Dutch Mantell beat Beautiful Bobby Eaton and Sweet Brown Sugar in the main event last night in the wrestling matches at the Mid-South Coliseum. In other bouts, Stan Lane and Roy Rogers beat the Angel and the Hollywood Hippie; the Iron Shiek defeated Danny Davis; Bill Dundee and Steve Keirn regained their AWA Southern Tag Championship by downing Norvell Austin and Dennis Condry; Mantell regained the NWA Mid-American heavyweight title by defeating the Dream Machine; and the Monk knocked out Stan Lane in the boxing match. Attendance was 4,650.

QUOTES FROM THE STARS!

DUTCH MANTELL: "A lot of people were saying I would turn on Jerry Lawler when we teamed up. I don't operate that way, and I think by now I've proved that. When I agree to team with a man, I'll fight to the last for him. When I agree to wrestle a man, I'll kick his butt! Simple as that!"

BILL DUNDEE: "I've enjoyed being back in action the past few weeks, and I've enjoyed whippin' up on Hart's goons. But now that he's got Condrey and Austin in the family too, it makes my job that much tougher. I'll still reach my goal though, and that'll be to hospitalize his whole stinkin' group like he did me."

DENNIS CONDREY: "You know, Buford, I never did like Jimmy Hart too much, but now that we got a business arrangement, I found out he's my kinda guy. Me and my man Norvell are gonna give him a little present, cause we're gonna get OUR belts back from Dundee and Keirn, and then take Jimmy out to the church picnic to celebrate!"

DREAM MACHINE: "I'm still the one that can put you in bed, still the one that knocks 'em dead. Baby I told all of ya the Dream would once again be the number one soul man, I got the Mid-America Strap, and I'm gonna keep it so long I might as well tattoo it around my waist! Whew, rippin' an gettin' it, down on it an can't quit it!"

JERRY LAWLER: "I had thought that J. R. Hart was a moron, but apparently I overestimated him. Going back with Hart was stupid, but he probably either couldn't find 3 meals a day, or likes being a slave. Well if either one of them lead that goofy Iron Shiek down the aisle toward me, I'll take some of that Iranian oil and light him up like a Roman candle!"

JIMMY HART: "Let old Boxcar Lawler insult J. R. but he made the right choice. He made a bad mistake leaving the family, but when he saw he was nowhere without us he came back. And to show how forgiving I am, I only doubled his chores for TWO weeks instead of FOUR. One more thing—if there's any

insurance salesmen around, you better follow in front of the Iron Shiek, and any Doctors better follow in back of him, cause it'll be more profitable than chasing ambulances!"

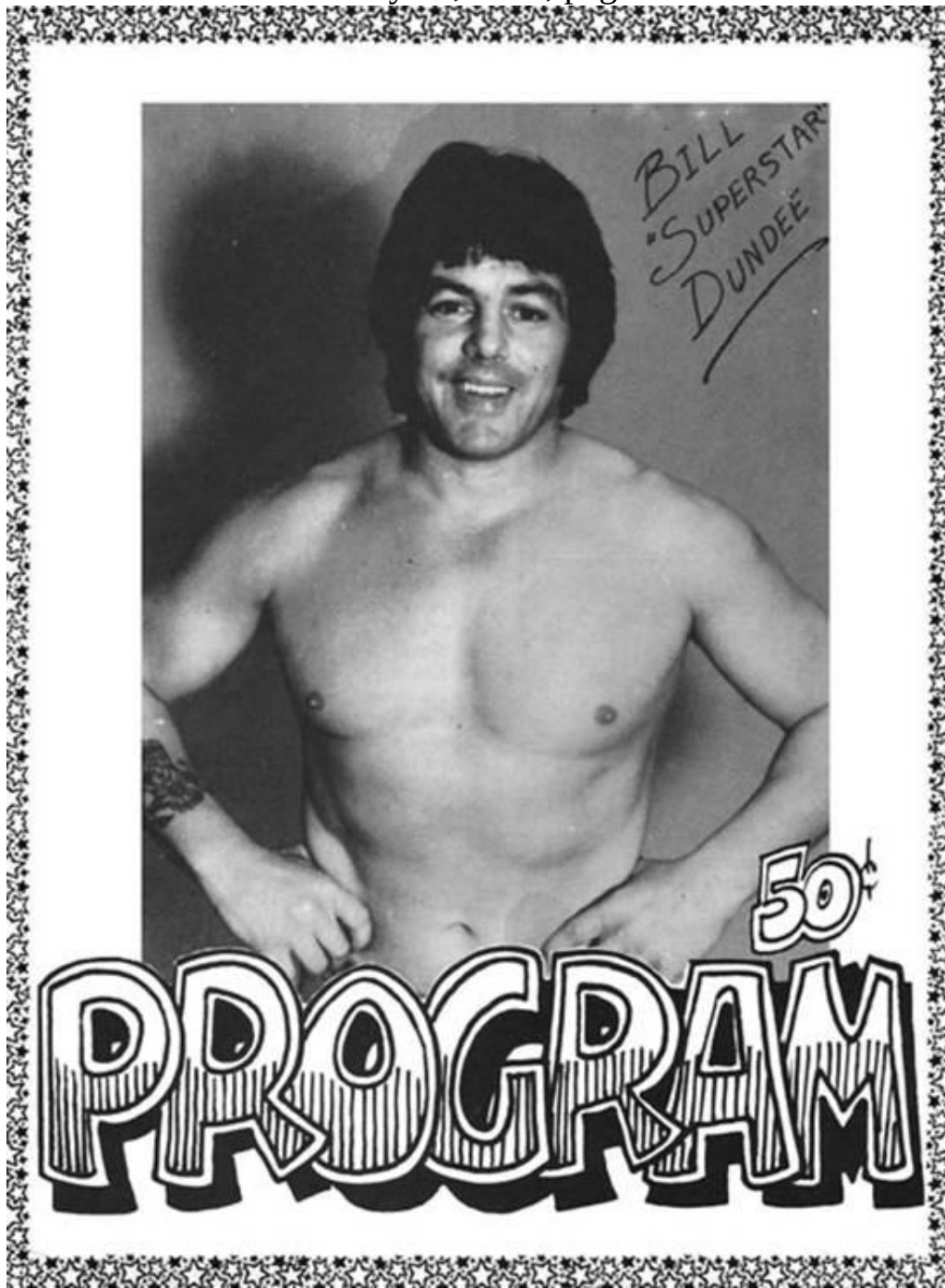
J. R. HART: "Whatever Jimmy says is right. Honest!"

STAN LANE: "The Dream Machine just barely got by me the last time we met, and only then by cheating. Well I'm not gonna sit here and cry "Boo Hoo" and get misty-eyed. I know how to cheat too, and I don't mind doing it. Another day will come, and when it does the dream will get derailed."

PAUL MORTON: "Who was the idiot who sent me the \$5.00 off coupon for a hair dryer?"



May 24, 1982, page 1



HART SAYS: ... "The Iron Sheik Will Rule America!"



The most awesome wrestler Jimmy Hart has ever recruited for the First Family is still on his rampage throughout the area. The Iron Sheik, the brutal, sadistic grappler from Teheran, Iran has so far gone unstoppable, and may indeed be unstoppable. His vicious, totally unpredictable style of attack combined with his immense technical wrestling talent may provide Hart with what he has been searching for for so long--a man to dominate wrestling in this area completely.

Last week, we detailed the Sheik's record and credentials, impressive ones at that. This week, we went to Hart himself to try to put together a report on the Iranian's intentions, and came away with a gloomy forecast.

Since the Sheik has been in this country a number of years, we expected him to be conversant in English. We were wrong, or least that is what we were told. From other sources, we learned that while the Iron Sheik does speak English, he hates the United States with such a passion that he refuses to even speak the language unless it suits his purpose to do so. As a result, we had to rely on Jimmy Hart to tell us what the Iron Sheik has told him through an "Interpreter" as Hart refers to it. We did get one sentence out of the Sheik, but it was one we didn't want.

"You're looking at the new ruler of wrestling in this area!" Hart shouted, as the Sheik sat beside him. "No one can beat this man, no one!"

Why, we asked, with such a talent for wrestling, does the Sheik use such brutality?

"Sheik has told me through an interpreter that he feels Americans are such a weak, putrid people that they are not worthy of seeing his talent, and American wrestlers are so incompetent they can't wrestle anyway. He would only stick to the rules against an opponent he respects, and there are no American wrestlers he respects.

"The final straw came when the U.S. negotiated the release of the hostages. He felt they should have been tried as spies, and dealt with to prove the superiority of Iran over the U.S. After their release, he was so enraged he set out on a crusade to brutalize all American wrestlers to show they are from a weaker people than he."

Then why, Jimmy, has he joined you, an American?

"Money talks, baby. He wanted to come here to cripple people like Lawler, Dundee, the big name Americans here he had heard of. I called him and said "Yes Sheik, you ARE superior to me, help me to be like an Iranian, I'll get you big money to hurt these American pigs." The only American thing he likes is dollars. One by one, the opposition to the Family will fall under this man, and Lawler is the icing on the cake."

Suddenly the Sheik spoke up!

"You write! You write! Iron Sheik take no hostages! Iron Sheik do what Khomeini should have, put to death! Put U.S. to death!"



**Memphis, Tenn.
Monday, May 24**

MAIN EVENT
Southern Heavy Weight
Title Match
No Time—No D.Q.
Kendo Nagasaki
-vs-
Jerry Lawler

Mid-America Heavy Weight
Title Match
Dutch Mantell
-vs-
Bobby Eaton w/Hart

Southern Tag Team
Title Match
No Time—No D.Q.
Hospital Elimination Rules
Bill Dundee & Steve Keirn
-vs-
Dennis Condry &
Norvell Austin w/Hart

Street Fight—No Referee
No Seconds—No Rounds
Fight to Finish
Stan Lane -vs- The Monk

The Iron Sheik -vs- Joe Stark

Ron Bass -vs- Bobby Fulton

The Angel -vs- King Cobra

Roy Rogers -vs- The Invader

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Bobby's beautiful

Beautiful Bobby Eaton is feeling proud today after winning the Mid-American heavyweight title bout from Dutch Mantell in one of the feature matches of the weekly professional wrestling card at the Mid-South Coliseum.

In other bouts before 7,984 last night, Jerry Lawler won back his Southern heavyweight title with a win over Kendo Nagasaki; Dennis Condry and Norvell Austin defeated Bill Dundee and Steve Keirn to claim the Southern tag-team championship; Stan Lane beat The Monk; Roy Rogers defeated The Invader; King Cobra beat The Angel; Ron Bass pinned Bobby Fulton; and The Iron Sheik defeated Joe Stark.

PHY

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PAID ADVERTISEMENT

THE KING SAYS "THE SHEIK IS A GEEK!"

"A lot of you may be wondering why I paid for an advertisement here instead of just going to the program editors and asking to make a statement. Well, unlike Jimmy Hart and some of his motley little crew, I still believe in the American way of doing things. I'm going to be advertising a few facts about his new man, the Iron Sheik, so I paid for an advertisement. Simple? So is Hart!



"Anyway, after I read the account of the Sheik's record in last week's program, I called a meeting of wrestlers, including myself, Bill Dundee, Steve Keirn and others. We discussed what to do about the Iron Sheik. Bad as I hate to say anything good about any of Hart's family, the Sheik is one tough customer and he's not someone that a wrestler is anxious to face. But he's also a goof, a nut, a moron, more on that a little later.

"At the meeting, we went over his record, and while it is true he's beaten all the top stars wherever he's wrestled, he's also lost a few matches to wrestlers not even in his class. We went down that list of 3 or 4 names, and called the wrestlers involved. We intended on finding out how they beat the Sheik, and we did!

"It seems that in one of the areas where he previously wrestled, the fans got so mad at his parading around of the Iranian flag, they began to chant over and over, 'U.S.A.—U.S.A.—U.S.A.—U.S.A.!' They did this through the entire match, and the Sheik lost!

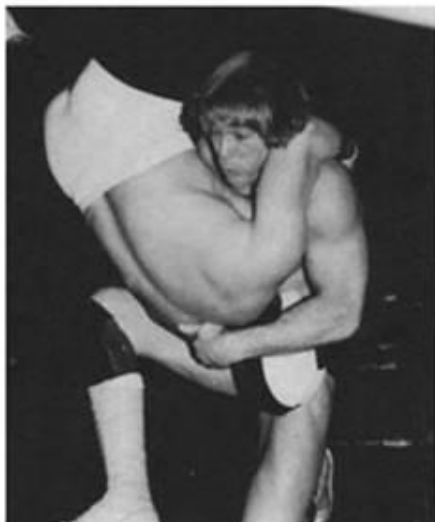
"Anybody that wants a lot of publicity can claim to be Iranian. But the Iron Sheik actually IS from Iran, and he has let his hatred for America totally dominate that pea brain of his. In all those matches he lost, his opponents didn't beat him as much as the FANS beat him, with their chant of 'U.S.A.' He's such a brainless moron, he let the chant wreck his concentration, and he lost.

"We found out it doesn't work all the time, but even one out of ten times would satisfy me, just to see the look on weasel Hart's face when the man gets whipped. That's the one thing the Sheik can't cope with, thousands of people chanting 'U.S.A.' at once.

"Now I've heard the Sheik wants to face me, or Hart wants him to face me. Well with the combination of my big right hand and all my fans doing the chant, he hasn't got a chance. If he hates America so bad, I'll run him clear out of the country and back to Iran, where he can hug and kiss on the Ayatollah and won't have to hear 'U.S.A.' anymore! The Sheik is a Geek, and I'm gonna prove it!"

May 24, 1982, page 5

DUNDEE AND KEIRN— ACTION!



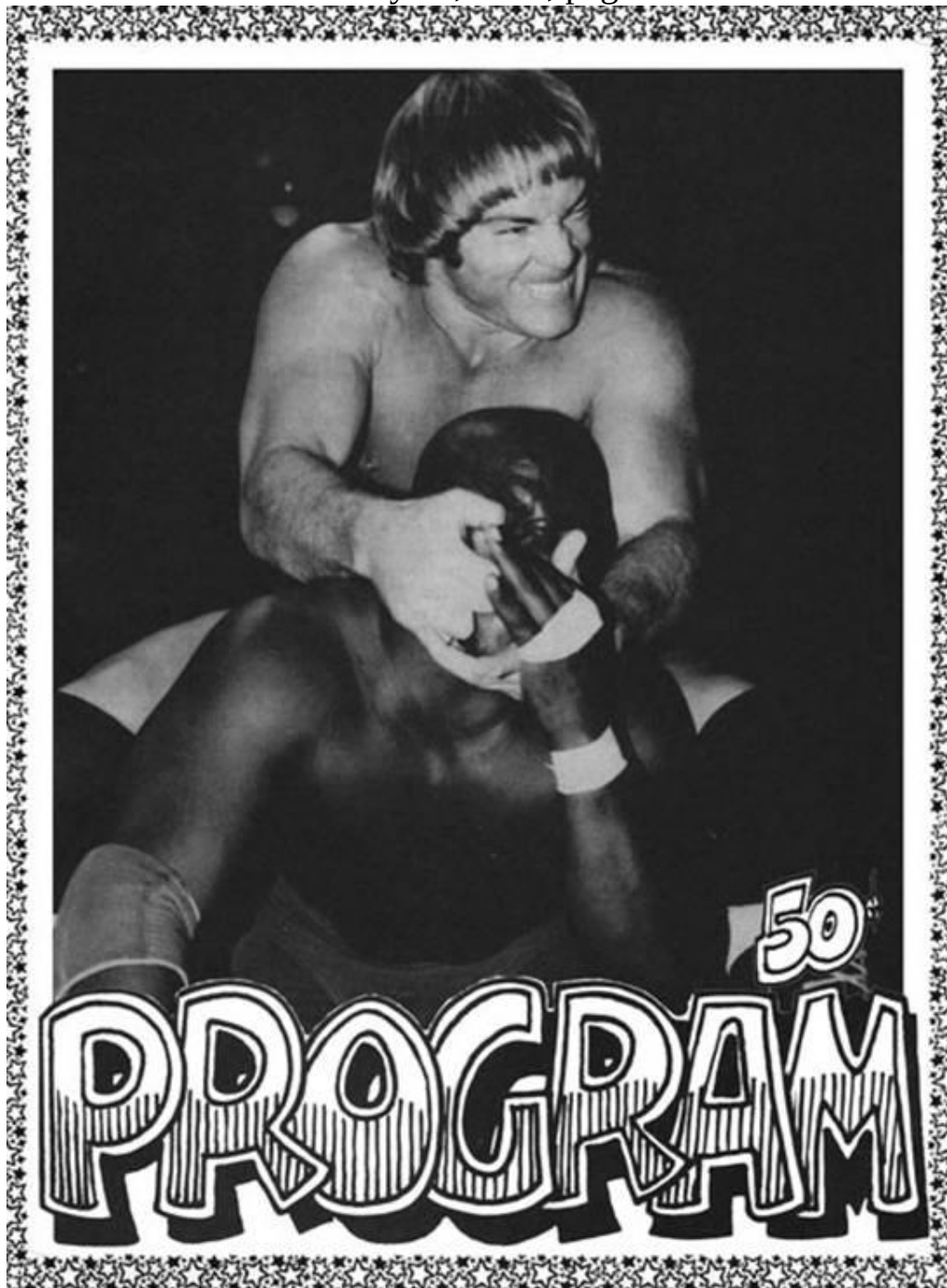
May 24, 1982, page 6



**THE
IRON SHEIK'S
ONSLAUGHT HAS BEGUN!**



May 31, 1982, page 1



DUNDEE AND KEIRN— CONDREY AND AUSTIN WHO WILL DOMINATE?



The teams of the Superstr, Bill Dundee and Steve Keirn and Dennis Condrey and Norvell Austin have in the past few weeks been involved in some brutal battles for tag team supremacy in the area. Clear cut wins have been an exception rather than a rule whenever these men have met in the past, and it seems there are always some kind of extenuating circumstances to either team's win.

Dundee and Keirn are without doubt one of the finest teams ever to wrestle here, but Condrey and Austin are so adept at using the rules to their favor, distracting the referee or pulling some illegal shenanigans off successfully that they sometimes nullify the advantages of Bill and Steve's excellent team work. Of course, that's not a favorable quality or an honorable way to win, but neither fact seems to bother Condrey or Austin. On the other hand, Dundee and Keirn both possess fighting spirits and never give up no matter what the situation, and that has caused more than a few problems for Condrey and Austin.

We spoke to both teams to get their thoughts on the situation.

"It's just happened" Dundee said. "I don't like anybody in the Family and neither does Steve, but our personalities have clashed with Condrey and Austin badly for a long time. As far as I'm concerned, and I know Steve is with me, we won't be satisfied about this thing until we shut their mouths and run them out of town."

When told of the remark, Condrey had a reply.

"You know the song, 'I can't get no satisfaction!' If that's how Dundee and Keirn are gonna get satisfied, they ain't gonna make it, Buford. All I gotta say is, we're gonna be around for a long time, we're gonna be top team, and anything else I have to say to Dundee and Keirn can't be printed in a Family newspaper or even Cosmopolitan Magazine!"

We at Action Ringside will remain neutral as always, but we did mail Condrey and Austin a plane schedule, just in case.

**Memphis, Tenn.
Monday, May 31st**

MAIN EVENT
Southern Heavyweight
Title Match
Jerry Lawler

-vs-

Kimala (The Uganda Giant)

Southern Tag Team
Title Match

Dennis Condry &
Norvell Austin w/Hart

-vs-

Steve Keirn & Stan Lane

Mid-America Heavyweight
Title Match

Bobby Eaton -vs- King Cobra

Sweet Sugar Brown

-vs-

Mr. Wrestling

The Iron Sheik

-vs-

Bobby Fulton

Handicap Match

Ron Bass

-vs-

Tom Maley & Pat Hutchinson

No D.Q. Match

Roy Rogers -vs- The Invader

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DEED'S
Cobra the king

King Cobra is a king today. He defeated Beautiful Bobby Eaton to claim the Mid-America heavyweight title belt in one of the feature matches of the weekly professional wrestling card at the Mid-South Coliseum.

In other matches last night, Jerry Lawler won by disqualification over Kimala, the Uganda Giant, to retain the Southern heavyweight title; Ron Bass beat Tom Maley and Pat Hutchinson in a handicap match; the Iron Sheik beat Bobby Fulton; Dennis Condry and Norvell Austin remain the Southern tag-team champions with their victory over Stan Lane and Steve Keirn; Roy Rogers beat The Invader; and Sweet Brown Sugar won by disqualification over Bill Dundee.

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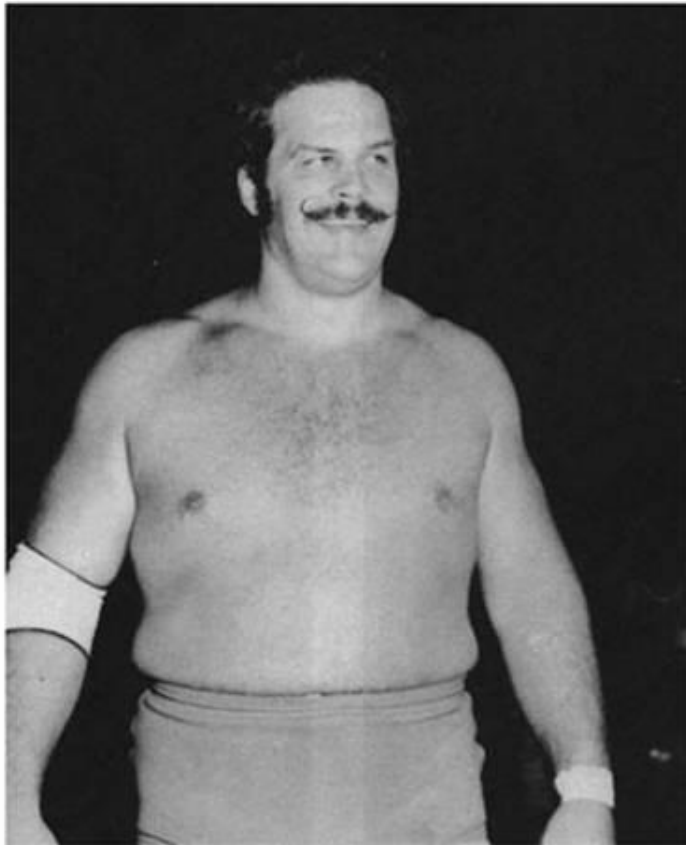
"OUTLAW" RON BASS RETURNS!

"Outlaw" Ron Bass, one of the biggest, most powerful men in wrestling, has returned to this area to begin another campaign toward the top. Once again we have the sad duty to report that he will likely be aided as before by Family leader Jimmy Hart, who guided him to many titles here during his previous stays, including the Mid-America Heavyweight Title and the Southern Heavyweight Crown.

Bass has been on a worldwide tour for the past year or more, garnishing titles in Georgia, the Mid-Atlantic areas and many

others. We are doing research on this tour for a report next week. For this article we tried to get comments from Bass himself on his plans, but Hart has kept him under wraps until he "tests the water" so to speak.

Whatever his purpose, Bass joins the already formidable lineup of vicious, brutal athletes in the Family. He will be very dangerous indeed in league with such a large group of unprincipled wrestlers, and we'll no doubt find out very soon what his plans for the area are. And we probably won't like them.



•

Chapter 6: June 1982

Summertime

As June begins, it's the start of a new summer in Memphis. Since the early 1970s, the summer months of June, July and August were usually the peak months of attendance for the Memphis promotion. A lot of this had to do with the kids being out of school and the reasonable ticket prices.

Kimala Rules

On June 7, Kimala destroyed Jerry Lawler in a 'no time limit – no DQ' match and took the Southern heavyweight title. Over the previous few weeks, Florida manager JJ Dillon had been sending in videos from deepest and darkest Uganda stating that 'Kimala was coming!' and was going to destroy all the competition. Jerry Jarrett had used JJ Dillon a few weeks earlier when he brought in Kendo Nagasaki for a week. Using Dillon as an outside invader threatened not only Jerry Lawler, but the area's top heel manager, Jimmy Hart.

Jerry Calhoun *"I know the videos really helped with the guys in Memphis. One that really comes to mind is Kimala. They did that video of him in Jerry Jarrett's backyard claiming it was the jungles of Uganda. That was all it took to get him over. Everywhere we went for his first match in each city we had a sellout. That video made the fans want to see him."*

Jerry Jarrett *"One night Sugarbear Harris showed up at the Mid South Coliseum in Memphis. He introduced himself and asked to go to work. I advised him that he would need to get me some references so that I would know his ability and level of experience. Later in the night, I thought about his size and decided to give him a chance. He was very limited as a wrestler. He threw the worst punch I had ever seen and didn't seem to know a single wrestling move. However, he was dripping with charisma. I had great success developing talent by accentuating the positive and eliminating the negative. We did the same with Kimala. His punches were terrible, so we banned him from ever throwing a punch. Kimala threw a wicked chop. He was limited in his wrestling skills, so we encouraged him to not even try to wrestle. Instead we developed a character who was mean and tough, but not a wrestler."*

“Sugarbear also could not be effective on interviews, so we said he was from Africa and did not speak English. Jerry Lawler could have a great match with a broomstick, so we booked Kimala against Lawler. Jerry Lawler was/is a talented artist, so he painted a banana on [Kimala’s] chest and war paint on his face. We bought Kimala a wooden African mask, which he would take off after entering the ring. Both Jerry Lawler and I had limited knowledge when it came to African names. I had a subscription to ‘National Geographic’ magazine so I began reading articles about Africa. In one issue there was a story about an African doctor by the name of Kimala. I realized I had a great name for Sugarbear.

“Our last hurdle was to find someone to manage Kimala so we could cover for his lack of interview skills. I couldn’t use any of our managers that were already here, so I asked JJ Dillon if he would cut me interviews each week and send them in for our television shows. JJ Dillon made great interviews and told the story about traveling in Africa and finding the great Kimala. JJ explained that Kimala had no wrestling experience but was unbeatable in combat, and JJ planned to come and wear the title after Kimala won it from Lawler.”

During the remainder of the month, Kimala got convincing title match wins over new Mid America champ King Cobra as well as fan favorites Stan Lane and Steve Keirn. The Giant looked unstoppable at this point.

The Genius of Jerry Jarrett

Kimala was the brainchild of Jerry Jarrett. While it’s true Jarrett was the owner, promoter and match maker, he was also one wrestling’s most successful idea men. He could come up with ideas, characters and angles that most people in the business would scoff at, but in the long run it would put people in the seats.

As a child, Jerry would play between his mother’s feet while she would sell tickets at the wrestling cards in Nashville. As a youth, he would watch from the stands as his heroes, Jackie Fargo and Tojo Yamamoto, would wage war every week. He saw how these men had the fans eating out of their hands. Jarrett saw they could make the fans cheer, jeer or riot—it was their choice.

After college, Jerry returned to the fold and started working for the Gulas-Welch wrestling promotion. Now, instead of watching Fargo and Tojo from the stands, he started traveling up and down the road with them. Jerry’s mother, Christine, had been running the west end of the promotion.

The biggest city in her part was Memphis. Promoter Nick Gulas had never liked the west end of the promotion so he didn't give it much attention. In turn, it never provided much money in payoffs. Christine Jarrett started handling the Memphis side and things started to turn around.

Jerry Jarrett's biggest break came when Roy Welch, despite the objection of Nick Gulas, made Jerry the booker for the entire west side of the promotion. All the years of watching the sport from the stands to behind the scenes was now over and he was calling the shots.

Also against the wishes of Nick Gulas, Jerry Jarrett persuaded Jackie Fargo to come out of retirement and wrestle again in Memphis. Not stopping there, Jerry formed a team with the previously hated Tojo Yamamoto. The turning of Tojo to a babyface was masterfully handled, and the two formed one of the most popular tag teams the territory had ever seen. Jerry knew Jackie and Tojo knew how to make the wrestling fans care about wrestling. Their in-ring work and promos were pieces of art.

Not too long after that, and also against the wishes of Nick Gulas, Jarrett put the Southern tag titles on Jim White and an obnoxious kid who, despite his young age, was very talented at cutting promos on live TV. That kid, who was never at a loss for words, was Jerry Lawler.

Over the years, Jarrett's clashes with Nick Gulas were becoming more and more frequent. Think about the Memphis promotion during the early-to mid-1970s without Jackie Fargo, Tojo Yamamoto, Jerry Lawler and Jerry Jarrett. That was the plan Nick Gulas had. Every time Jerry Jarrett went against Nick Gulas' wishes, he was basically threatened with being fired if his plan failed. Jarrett's plans worked and within a few years, the Memphis end of the promotion was the top money-making area of the entire Gulas-Welch wrestling promotion. Even with his success, Jarrett's struggles with Gulas continued. This, coupled with the fact Roy Welch's health was fading quickly, contributed to the eventual split and Jarrett opening up his own company in the first quarter of 1977.

Jarrett had the ability to know what the fans liked, and more importantly, what the fans were willing to pay to see. He also had an uncanny skill to match a wrestler with a persona. Kimala is a great example of this. Sugarbear Harris was an out-of-work wrestler who couldn't apply a wristlock to save his life, and when Jarrett was through with him, Kimala was born. That changed Harris's world. Over the next few years Kimala would headline all over the world for many promotions (World Class,

NWA, Mid-South, WWF, etc.) and had feuds with some of wrestling's biggest names (Jerry Lawler, Andre the Giant, Bruiser Brody, Kerry Von Erich, Magnum TA, Hulk Hogan, etc.).

One advantage Jerry Jarrett had over many promoters was his willingness to change or admit he wasn't doing the right thing. If a situation needed a tweak, Jerry was more than willing to act on a hunch and go with it. A great example of this is the Jerry Lawler–Andy Kaufman match discussed in depth in Chapter 4. When Lawler went to the ring to 'help' the lady that fought Andy, Jarrett saw the reaction of the fans. He saw how much they all wanted Lawler to destroy the condescending Kaufman. In this instance, that willingness to immediately change and adapt allowed the promotion to make wrestling history and more importantly to the bottom line, make a huge payday.

Jerry Jarrett *"Part of our success in Memphis was to keep an open mind regarding what we promoted. I had one simple rule, and that was to maintain the reality concept and allow the fans to suspend disbelief. The Lawler/Kaufman program at that point fit this rule."*

As good as Jerry Jarrett's skills were, they were not perfect, and he'd be the first to admit it. An example of this is a team that rolled into Memphis in 1979 and never really got hot in the territory. A young Michael Hayes and an even younger Terry Gordy came in to Memphis as the recently formed Fabulous Freebirds. The team hung around mid-card status for a few months before finally leaving. They soon went on to Atlanta, Ga., where they got a national audience on WTBS and eventually ended up in World Class (Texas) where they became wrestling superstars in their feud with the Von Erich family. The 'birds did show back up in Memphis for a few weeks in 1985 and were at the top of the card that time.

While some missed, one that was considered a homerun was Jarrett's creation of the Fabulous Ones, which will be discussed at length in a later chapter. However, I bring up Steve Keirn and Stan Lane because before the 'Fabs,' they were not known as true main-eventers—they were both solid performers who needed that something extra to get their careers over the top. Jerry Jarrett worked his magic and the 'Fabs' immediately became headliners in Memphis and as 'over' as any tag team in Memphis had ever been.

Steve Keirn *"Without the break that Jerry Jarrett gave me, I can honestly say I would probably not have gone as far as I did. Thank you*

Jerry.”

There were also many instances of guys that would roll into town and be gone in a few weeks. For whatever reason, they just didn't make a connection with the fans. That was the key. If the fans loved you, they would buy a ticket to watch you win. If the fans hated you, they would buy a ticket to see you get destroyed. Lukewarm equaled no money. Some of Jarrett's guys who worked out well were men like Jerry Lawler, Bill Dundee, Jimmy Valiant, Austin Idol, Steve Keirn & Stan Lane, Tommy Rich, Eddie Gilbert, Jimmy Hart, Jim Cornette, Joe LeDuc, and Dutch Mantell, just to name a few.

Jerry Jarrett *“When the new guys came in, I would tell them two things. First I'd give them my two rules, the first being ‘Keep it real.’ By this I explained that anything they did during their match to promote their gimmick was fine unless it reminded the fans that his match was not reality based. The next rule was ‘Remember you work for the fans.’ I explained that I expected them to not work their match for me or for the boys, but remember that the fans paid all of us and were therefore our bosses. All too often we see matches today that completely ignore the fans because the talent is working for a handful of newsletter writers or the boys or the promoter. Now that should be an easy list of rules to follow.*

“With the rules out of the way, the last thing I would always tell them was to go out there and sell some tickets!”

Dutch Mantell *“With all the success that the Memphis promotion had, I think the guy who doesn't get enough credit is Jerry Jarrett. You get sellouts when you've got good talent and a booker knows how to not overshoot his audience. He also needs to work to the best skill level of his talent. A really good booker knows how to stretch that business out for a two- or three-year period.”*

Mid-America Champ: King Cobra

Long-time Memphis prelim wrestler King Cobra finally won gold back in May and successfully defended the title throughout the month of June. On June 7, Cobra defended against the man he defeated for the belt, Bobby Eaton. Cobra did take a setback on June 14 when he lost a Southern heavyweight title match against Kimala, but rebounded quickly with two wins over former Mid-America champ Dutch Mantell on June 21 and June 28.

When a King and a Sheik Collide

After a short feud with Ron Bass that included a bull rope match, the Iron Sheik moved up the food chain and earned the right to face Jerry Lawler. As usually was the case in the Sheik's matches, it was USA versus Iran. Throughout wrestling history, heels have always used different countries as their homeland. Back in the 1960s, Memphis fans saw The Von Brauners, who were Nazis from Germany. Whenever Tojo Yamamoto was a heel would he wave the rising sun flag of Japan. More recently the Memphis fans had seen the Cuban and Iranian Assassins. Chants of 'USA' would be heard through the walls of the Mid-South Coliseum whenever these bad guys would be in the ring. In a few short months, the New Zealand Shepherders would show up and use this technique to make the fans almost riot.

On the last card of the month, Lawler got a DQ win over the Iron Sheik, but more battles between the two would take place in July.

Scaffold Match

The feud between Bill Dundee and Sweet Brown Sugar had escalated to the point where on June 21 the two competitors took their battle to the top of a 20-foot scaffold. The first guy knocked off was the loser, in more ways than one. Dundee was successful in getting Sugar thrown off the scaffold and crashing into the mat below.

The war continued to escalate and on the June 28 card, Bill Dundee and Sweet Brown Sugar went at it in a barb-wire match. It was a bloody battle that saw Dundee pulling out the win. With June now over, these two had one big match left in them. It was a coal miner's glove match in July. After their bloodiest battle yet, Bill Dundee got the win and Sugar didn't want anything else to do with Bill Dundee.

June 1982 Jarrett Promotion Schedule

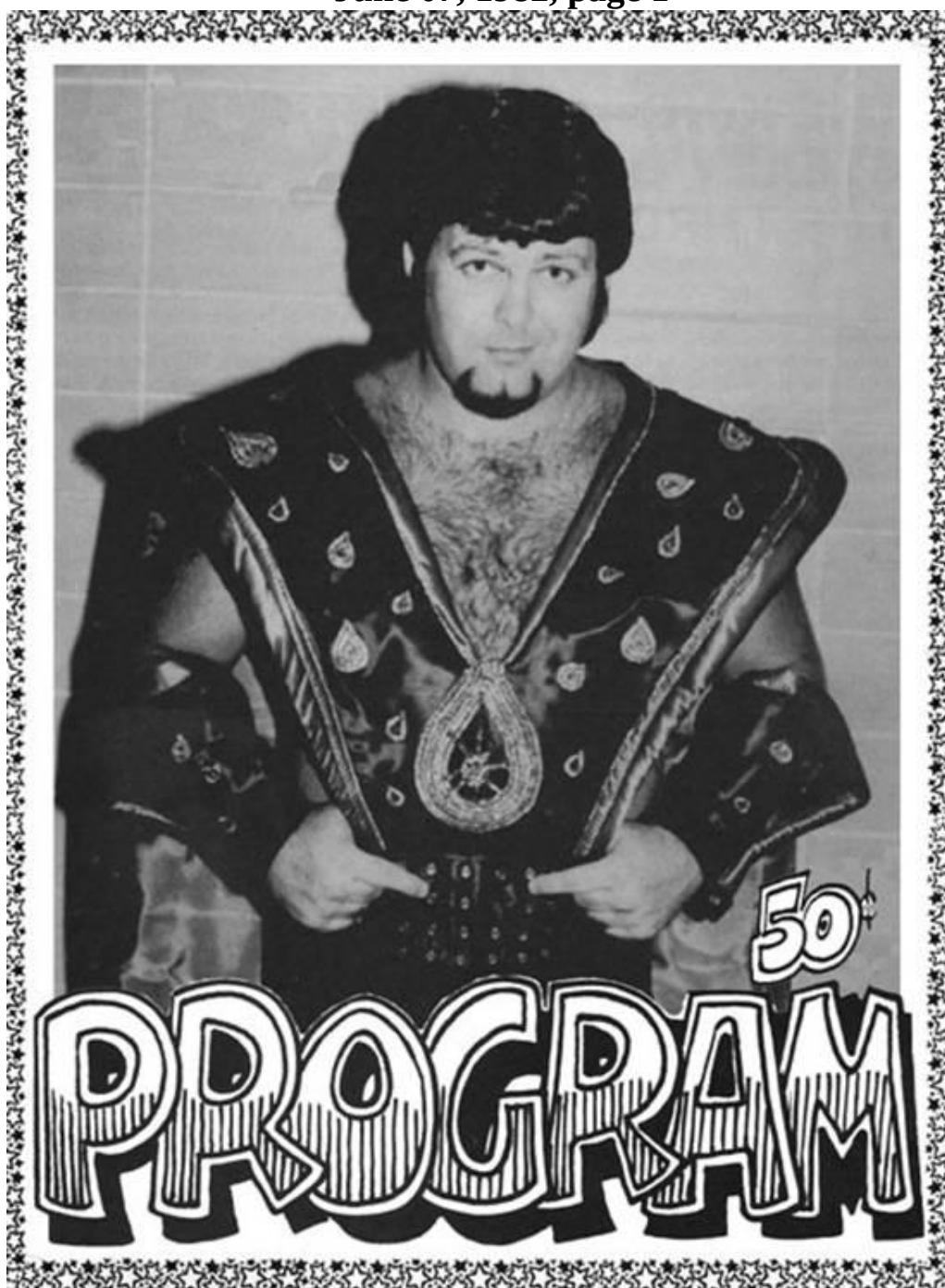
- Tue Jun 1: Louisville, KY
- Wed Jun 2: Evansville, IN
- Thu Jun 3: Lexington, KY
- Fri Jun 4: Tupelo, MS
- Sat Jun 5: Memphis TV & Nashville, TN
- Sun Jun 6: Idle
- Mon Jun 7: Memphis, TN

- Tue Jun 8: Louisville, KY
- Wed Jun 9: Evansville IN
- Thu Jun 10: Paoli, IN
- Fri Jun 11: Idle
- Sat Jun 12: Memphis TV
- Sun Jun 13: Idle
- Mon Jun 14: Memphis, TN
- Tue Jun 15: Louisville, KY
- Wed Jun 16: Evansville IN
- Thu Jun 17: Nicholasville, KY
- Fri Jun 18: Tupelo, MS & Mt Washington, KY
- Sat Jun 19: Memphis TV & Nashville, TN & Jonesboro, AR
- Sun Jun 20: Idle
- Mon Jun 21: Memphis, TN
- Tue Jun 22: Louisville, KY
- Wed Jun 23: Evansville IN
- Thu Jun 24: Pekin, KY
- Fri Jun 25: Tupelo, MS
- Sat Jun 26: Memphis TV & Campbellsville, KY & Jonesboro, AR
- Sun Jun 27: Idle
- Mon Jun 28: Memphis, TN
- Tue Jun 29: Louisville, KY
- Wed Jun 30: Evansville IN

There were 31 cards in June. There seems to be an increase in the amount of shows taking place in Kentucky. This could be a push by Jerry Jarrett to go against Randy Savage's ICW promotion that ran heavily in that state.

On Friday, June 19, and Saturday, June 20, the promotion ran five different shows in two days, (Tupelo, Mt. Washington, Memphis TV, Jonesboro & Nashville.) Definitely a busy 48 hours.

June 07, 1982, page 1



THE KING— STEADY ON THE THRONE!

The past weeks have brought some of the toughest matches ever for Jerry "The King" Lawler, but through it all, he has solidified his position as the King of Wrestling. After a tough loss of his Southern Heavyweight Title to the Black Ninja, Kendo Nagasaki, in Florida, he retaliated and regained his belt from the rugged Japanese star. When attacked by Beautiful Bobby Eaton and Sweet Brown Sugar, he gained a measure of revenge by injuring Sugar's arm. We went to the King to get comments from him concerning this period in his career.

"It seems like I've had the toughest bouts of my career just since the beginning of the year," Jerry said. "Coming out of my hospitalization in December to face the Dream Machine, then the long misunderstanding with Dutch that nearly killed us both, matches with Norvell Austin and Dennis Condry, Sugar and Eaton, then the bout in Florida with Nagasaki. About the only easy time I've had was with Andy Kaufman! But tough matches just bring out the best in the Ol' King, and the important thing now is that I've still got my Southern Title. I'm in good shape physically and mentally, and I'm psyched up and ready for whatever that happens.

"There's a lot of tough challengers here now, the Iron Sheik, Ron Bass, just a great number of them, but I think with the way I feel right now and the people behind me, I'll be able to take any challenges successfully."

The hard part is far from over, but for now, the King is steady on the throne.



**Memphis, Tenn.
Monday June 7, 1982
8:00 P.M.**

**MAIN EVENT
Southern Heavy Weight
Title Match
No Time - No D. Q.
Jerry Lawler -vs- Kimala**

**Southern Tag Team
Title Match
No Time - No D.Q.
Dennis Condry &
Norvell Austin w/Hart
-vs-
Steve Keirn & Stan Lane**

**Mid America Title Match
King Cobra -vs- Bobby Eaton**

**Bill Dundee
-vs-
Sweet Brown Sugar**

**The Iron Shiek
-vs-
Roy Rogers**

**Ron Bass
-vs-
Joe Stark**

**The Angel
-vs-
Bobby Fulton**

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Lawler loses belt

Jerry Lawler lost his Southern heavyweight wrestling title to Kimala in an upset last night at the Coliseum.

Bobby Fulton beat the Angel on disqualification; Ron Bass beat Joe Stark; the Iron Shiek beat Roy Rogers; King Cobra beat Bobby Eaton; and Dennis Condry and Norvell Austin beat Steve Keirn and Stan Lane. Injured Bill Dundee did not wrestle Sweet Brown Sugar.

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June 07, 1982, page 4



ACTION PHOTOS!



RON BASS— MARK OF THE OUTLAW!

As we promised last week, we've done some research on the career of the big man from Pampa, Texas, "Outlaw" Ron Bass, since he last appeared in this area. What we found only reinforced our beliefs that in the months to come, like it or not, Bass will become a major force in the area.

Shortly after leaving our area in early 1980, Bass traveled to the Alabama area where he quickly achieved dominance by winning the Southeastern Heavyweight Crown from Ken Lucas, as well as becoming co-holder of the Southeastern Tag Title. While in Alabama Bass defeated such top stars as Plowboy Frazier, Bob and Brad Armstrong, Ron Fuller and Big Joe Leduc. During the summer of 1981 Bass also gained the NWA Mid America Title.

Moving to the Mid-Atlantic area about this time, Bass mowed down competition like Ivan Koloff and Austin Idol, and gained the NWA TV Title from Greg "The Hammer" Valentine.

On the move once again, Bass journeyed to Georgia in December 1981, and the big Outlaw mounted a campaign for the National Heavyweight Title by literally plowing through the Armstrongs, Jim Garvin, Big Red, Bad Bad Leroy Brown, and El Gran Apollo, and became the number one contender. Earlier this year, he succeeded in capturing the National Title by defeating Tommy "Wildfire" Rich.

Now the Outlaw is here, his sights set on both the Mid-America Title and the Southern Heavyweight Crown. We talked to Bass to get his comments on the competition, and this is what he had to say.

"There is no competition in this flea-bitten area!" Bass shouted. "There IS big money in those two titles, though, and that's why I'm here, cause they'll both be easy to get. My record doesn't speak for itself, it shouts, and

I'll add to it before I'm done here. The two most important things in athletics are brains and brawn, and I've got 'em both.

"In my younger days I worked a spread down in Texas, and the ranch foreman was a guy named Fence Post Dooley. They called him Fence Post because he was about that big, but he bossed all those cowboys around because he was smart, and he made the right decisions. Well ol' Fencepost taught me a lot, but the difference is, I'm 6'5", 290 pounds, and I got the brawn to back up anything I want to do. You've seen other wrestlers from Texas, now you're seeing the best wrestler from Texas. The best in the West, the Outlaw, Ron Bass, remember the name! It won't be too hard, cause you'll be hearing it a lot! I'll make my mark!"

We have a feeling we WILL be hearing more of Mr. Bass, and we'll see the mark of the Outlaw.



CONDREY AND AUSTIN— CHAMPIONS!



Though many had predicted they would fall, the vicious team of Dennis Condry and Norvell Austin has held tight their grip on the Southern Tag Team Championship. Their brutal double-teaming, their lack of scruples and their ever-present manager Jimmy Hart have seen them through several tough battles, and unless the situation changes they may have the belts for good.

A champion, due to the nature of the rules, has the advantage in a title contest. The challenger must WIN the match, either by pinfall or submission. Anything else will not allow the title to change hands. And this is a good rule, except when abused and misused by people like Condry and Austin. Since they will stop at nothing to retain the belts, and with Hart at ringside to throw things into chaos, it may well be impossible to beat them.

Both men came into our offices a few days ago, smiling broadly and strutting around with the belts. They had a message to impart to our readers.

"We just hope" Condry said, "that all the fans are really loving this now that we've

proved they're a bunch of fat-headed idiots and don't know what they're talking about! Ha! Ha! Everybody said "Nooo, Condry and Austin won't hold the belts, Condry and Austin can't beat our little lover-boys Dundee and Keirn." Ha! They said we wouldn't win 'em, and we did. Now they say we won't keep 'em, so you know we will. Pair up anybody you want—Lane and Keirn, Dundee and Lawler, Rogers and Fulton, Heck, send Ozzie and Harriet, push them on into the ring and we'll turn 'em upside down and shake 'em for change!"

"You got that right, my man!" Norvell joined in. "I just love to hear the sound of all those people cussing and fuming when they introduce us as the champions, cause those were the people we made fools out of when we won these belts. Now bad as you hate it, you all got to admit we're the best team around. The only man with any sense was Jimmy Hart. He said we'd do it all along, and he was right. You all ought to listen to Jimmy more oftne!"

We still remain unconvinced Condry and Austin are the best team in the area, but however they did it they DO have the belts, and it could be hard to get them away.



June 14, 1982, page 1





LANE AND KEIRN— DYNAMITE!

The past few weeks have seen the emergence of yet another great tag team in the area, the explosive combination of Stan Lane and Steve Keirn. After working out together for a few weeks, Lane and Keirn have begun taking matches as a team, and the result is just like mixing two volatile chemicals together—dynamite!

Both from Florida, Stan hailing from Delray Beach and Steve from Tampa, Lane and Keirn seem like one of those "natural" combinations that go together so easily. The

teamwork in the ring comes from a lot of sweat and training. But the styles blend well and they look sharp together.

We asked Stan and Steve about plans for goals they may have as a team.

"All teams have the same goal," Stan said. "The titles, the straps, that's why they're so hard to get, everybody wants 'em. But we've got our eyes on Condry and Austin, and I think by watching a few more films and tapes we'll know how to take 'em!"

"That's right, Stan," Steve agreed. "I've tasted those belts before, with the superstar, and I'd like another bite. Bill told me he had some other fish to fry at the moment, and I said 'brother, you've been super with me, but I understand the situation so do what you gotta do.' I called up Stan and said 'Hey, maybe it's time.' He came right over. We're going after those belts, and we won't stop till we get 'em!"

**Memphis, Tenn.
Monday, June 14
8:00 P.M.**

MAIN EVENT

**Jerry Lawler &
Bill Dundee**

-VS-

**Sweet Brown Sugar &
Bobby Eaton w/Hart**

**Southern Heavy Weight
Title Match**

Kimala -vs- King Cobra

**Winner To Get Match Of
Their Choice**

Steve Keirn & Stan Lane

-VS-

**Dennis Condry
& Norvell Austin w/Hart**

Special Challenge Match

Dutch Mantell

-VS-

Bobby Eaton

The Iron Shiek

-VS-

Danny Dean

Ron Bass -vs- Bobby Fulton

Roy Rogers

-VS-

The Angel

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Kimala reigns as champion

The Southern heavyweight wrestling title still belongs today to Kimala, the Ugandan Giant.

Last night before 6,185 fans at the Mid-South Coliseum, Kimala defeated King Cobra to retain the title, while the team of Jerry Lawler and Bill Dundee won by disqualification over Sweet Brown Sugar and Bobby Eaton.

In other matches, Bobby Fulton defeated Eddie Dean; Roy Rogers defeated the Angel; the Iron Shiek won by disqualification over Ron Bass; Dutch Mantell won by disqualification over Eaton; and the team of Steve Keirn and Stan Lane won the first and third falls to defeat Dennis Condry and Norvell Austin.

June 14, 1982, page 4



THE SUPERSTAR!



THE IRON SHEIK'S PERSIAN CLUBS!



Recently on TV's Championship Wrestling, The Iron Sheik unveiled his Persian Club challenge. The huge clubs, more of a tradition than mere exercise equipment in his native Iran, weigh in excess of 75 pounds each, and are considered by many Iranians to be a test of manhood. The procedure is to take a club in each hand, lift them above your head, and do repetitions by dipping and raising them behind your back. It is an incredible feat of strength simply to lift them over your head, but to do the number of repetitions The Iron Sheik recently demonstrated is amazing.

At our press time, the only wrestler to accept the challenge was Bobby Fulton, the muscular young star from Columbus, Ohio, but he failed in the attempt, although he expressed the opinion the clubs he tried were of a different weight than The Sheik had introduced previously. The matter is being checked into. But there are a lot of wrestlers in hard training, since The Sheik has put up a cash reward of \$1,000.00 if he cannot do twice the number of repetitions as any challenger. Many feel this to be a slap in the face to Americans by the Sheik, saying that he is twice as strong as our best athletes.

"That is being very right!" The Sheik growled.

"I am being twice as good at least as than any of your weak American wrestler. Every time I got to ring, these sick people waving flag, U.S. flag, and shouting "U.S.A." but all waving and shouting does not help the American wrestler as they be falling before me one by one. Then I wave the Iranian flag, the symbol of strength, victory, THAT is the waving that is the truth, when it is done by the winner. Ptoey! I spit on your flag and your weak people!"

"When I put out Persian Club challenge, it is to show that Americans do not have dedication, do not have guts to train and be strong like Iranians. In Iran, I would not put up \$1,000.00 money, but here I know it is safe. No one can do Persian Clubs, and no one can beat Iron Sheik of Iran!"



THE OUTLAW STANDS ALONE!

If ever there was a man who could stand alone in the sport of professional wrestling, without backup or partners, it is "Outlaw" Ron Bass. Standing over 6'4" tall and falling only 4 pounds short of 300. He is as big as many tag teams and more than capable of backing up what he brags about.

In his past campaigns here, he availed himself of the managerial services of Jimmy Hart. Everyone expected him to rejoin the family when he returned a few weeks ago, but this has not happened. We at Action Ringside have learned that there was actually preliminary contract talks between Bass and Hart, and Hart bragged to more than one journalist that Bass would reenter the Family, but these talks were broken off by Bass himself. When we asked Hart for more information, he refused comment rather rudely, but Bass was more than ready to talk.

"The situation is," "Outlaw" Ron said. "That I'm my own man, and I don't allow anybody to do my talking or my thinking. I signed with Jimmy Hart in the past because it was financially attractive. The agreement was supposed to be that I called the shots, who I was to wrestle or where, and Hart made the deals for me. There were percentages and a lot of legal mumbo-jumbo involved.

"But Hart, he started to get bossy, he started tryin' to tell me what to do. I don't go for that. That's why I left The Family before, and went my own way, and that's why I broke off the talks we had when I came back. Anything I need to do in this sport, I can do by myself. That's the way I prefer it.

"If I aligned myself with The Family it would cut down my title match chances. I want a shot at whoever wears a belt, any belt, whether it be the Southern Title, or the Mid-America Title, whatever. Hart's men seem to

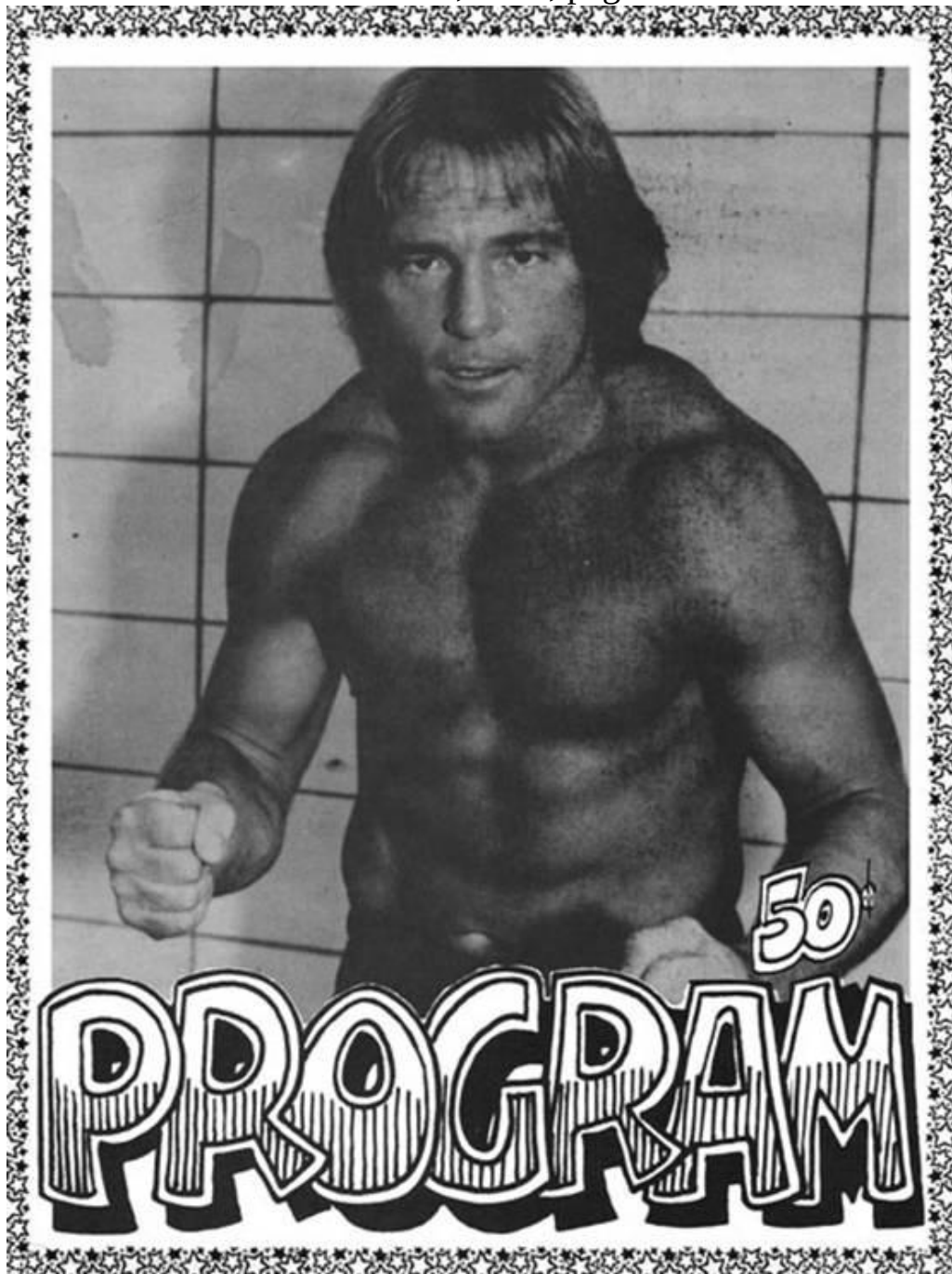
hold these a lot of the time. I don't care who I wrestle, just as long as I'll gain financially. I've beaten Jerry Lawler before, I've beaten Jerry Lawler before, I've beaten Bill Dundee, Roy Rogers, and the last time I was here I would have laughed at Sweet Brown Sugar if he got in with me. I've seen the Iron Sheik in different places, I understand he's put up a lot of money over those clubs. We'll, I like money, so draw your own conclusions.

"The important thing is, the Outlaw is here. I can whip anybody and everybody. I wanna win some belts and I wanna make some money, and I don't see anybody around here big enough to stop me. Anybody at all!"

Those were Bass' comments when we talked to him several days ago. We'll be interested in seeing how he tries to accomplish his goals.



June 21, 1982, page 1





THE SUPERSTAR'S MESSAGE TO HART

In the past several weeks, the conflict between Bill "Superstar" Dundee and Jimmy Hart and The First Family has come to a fever pitch. The Superstar has been attacked by Hart's men several times, including one bad beating on TV, but Dundee has also scored some points in the war by attacking The Family and Hart as well, and most notably aiding the King Cobra in relieving Beautiful Bobby Eaton of the Mid-America Heavyweight Title. The battle seems far from resolved, and we went to the Superstar's home a few days ago to get his thoughts.

"Jimmy Hart will be seeing a lot of me!" Dundee said. "I'm gonna be around, wherever he is. He won't know where I am maybe, but I'll be there. After what he's done and had done to be lately, me helping King Cobra get the Mid-America belt is just a start. I'm going to make it a point to do whatever I can to mess his punks up, whether it be lose matches, lose title belts, or whatever. I'm going to do everything in my power to see that Jimmy Hart loses as much money and prestige in the sport as possible. I want him to lose money to make up for all I've lost the times I've been injured because of him. I want his men to lose matches so he'll lose this prestige he has as "Leader of Champions," so then he won't be able to get anybody to join that flea-bitten Family of his. From now on, When The Family fights one of us, it fights us all, but I'm gonna take special pleasure in trying to do Hart in."



**Memphis, Tenn.
Monday, June 21**

**Summer Sizzler Series
6 MAIN EVENTS**

Scaffold Match

Bill Dundee

-VS-

Sweet Brown Sugar

**Southern Heavy Weight
Title Match**

Kimala -vs- Stan Lane

Handicap Match

Jerry Lawler

-VS-

Bobby Eaton & Jimmy Hart

**Mid-America Heavy Weight
Title Match**

King Cobra

-VS-

Dutch Mantell

Bull Rope Match

Ron Bass -vs- Iron Sheik

**Southern Tag Team
Title Match**

Dennis Condrey &
Norvell Austin

-VS-

Steve Keirn & Roy Rogers

Carl Ferrie

-VS-

Dream Machine

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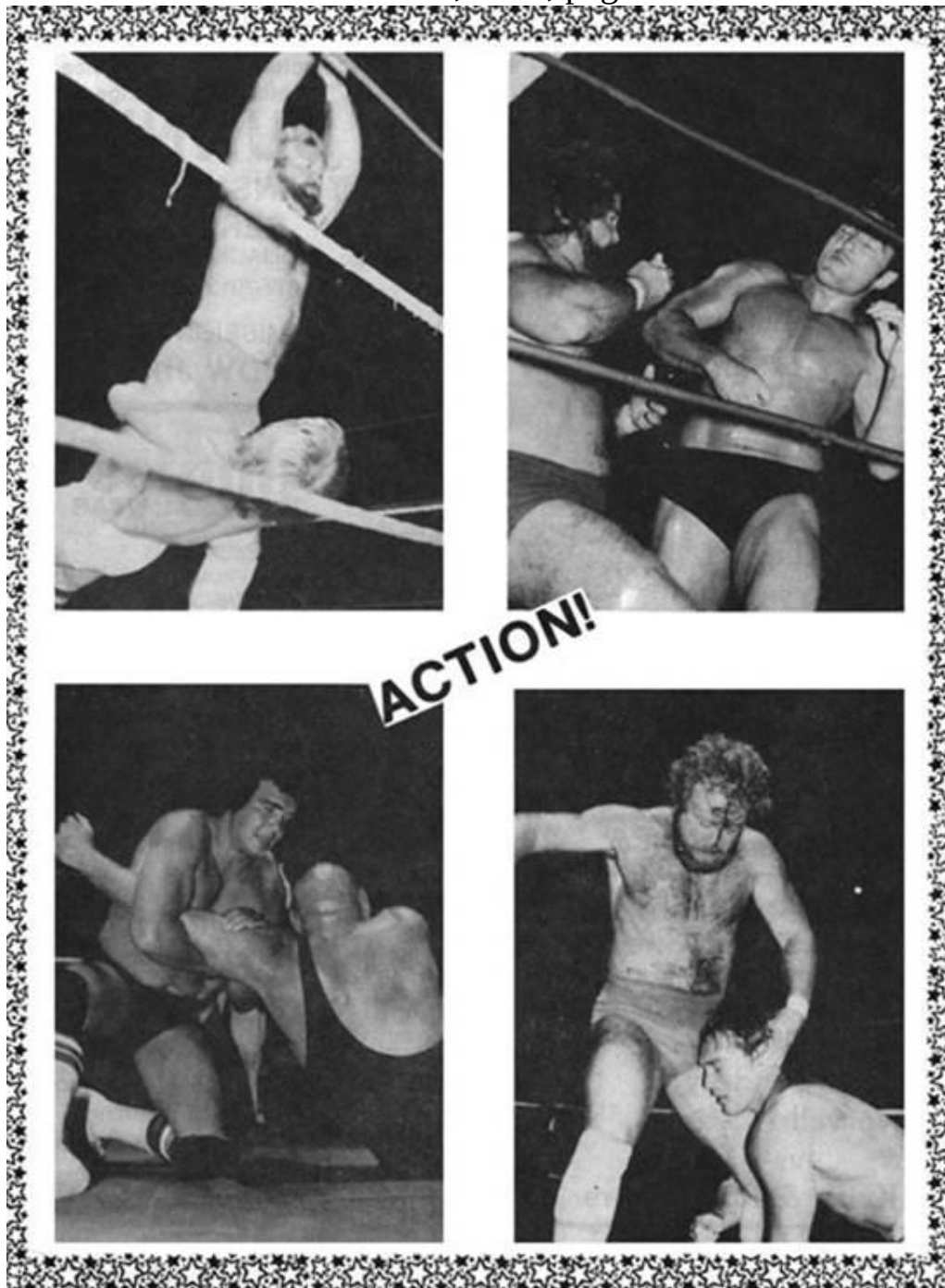
Crowns defended

King Cobra and Kimala successfully defended pro wrestling championships last night before 9,000 at the Mid-South Coliseum. King Cobra beat Dutch Mantell to retain the Mid-American heavyweight title, while Kimala defeated Stan Lane for the Southern heavyweight championship.

Jerry Lawler won twice, beating Bobby Eaton and Jimmy Hart in a handicap match and teaming with Carl Fergie to win by disqualification over Norvell Austin and Dennis Condry in a tag team match. In other matches, Bill Dundee beat Sweet Brown Sugar, Ron Bass beat the Iron Sheik and Steve Keirn beat the Dream Machine.

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June 21, 1982, page 4





EDITORIAL! **THE** **IRON SHEIK** **MUST BE** **STOPPED!**

The photos you see on this page are not for the squeamish, but they have to be seen, to illustrate the fact that the Iron Sheik's brutal rampage must be stopped.

The senseless and brutal attack on young Bobby Fulton that came just seconds before these pictures were taken was completely unnecessary. The reason—early in the match, Fulton scored several excellent moves on the Sheik, and had him on the defensive. Angered, the Sheik went about using a chair, a foreign object and his pointed boots to literally butcher Bobby Fulton, his only offense or crime having been an attempt to win the match.

The Sheik did not even attempt a pin until Bobby was bleeding profusely. If he is allowed to continue this rampage, and injure bright young stars like Bobby Fulton, soon we will have no wrestlers who compete as if wrestling was a sport instead of a street brawl. The Sheik must be stopped!



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Hurry Starts August

June 21, 1982, page 6

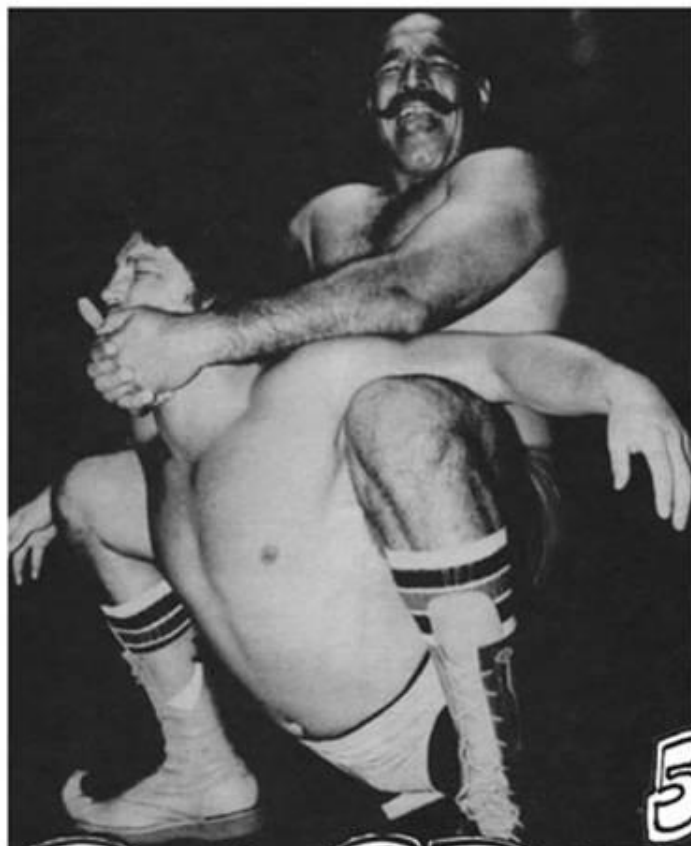


KIMALA! THE UGANDAN GIANT!



June 28, 1982, page 1

**“IS THE IRON SHEIK
UNSTOPPABLE?”**



**50¢
PROGRAM**

THE KING— EYE OF THE TIGER!

Since losing the Southern Title to Ugandan Giant Kimala some weeks back, Jerry "The King" Lawler has been without that belt for the first time in a long time. We went to him recently for an interview, and got some rather candid statements which surprised us. We share them with our readers.

"How does it feel to lose the belt?" Jerry replied to our question, "Two words—The Pits! You can't go any lower. I was feeling very bad about it. I just didn't know what had gone wrong. Then, several days later, some friends and I went to see Sylvester Stallone's new movie, 'Rocky III'. Now I don't want people to think I'm drawing unjust parallels between myself and Rocky Balboa, but certain things do fit."

"Rocky came up from nowhere and began a campaign that took him to the Title. So did I, years ago. Rocky held it for some time, and started getting offers for personal appearances, commercials, and national publicity. I've done many appearances around the area, commercials in Memphis, and I've gotten a lot of national publicity recently in all the wrestling magazines, and in newspapers too when I beat Andy Kaufman."

"That's fine and good, but Rocky and I also got complacent, started enjoying the top too much. I wasn't hungry anymore, because when I first won the belt, I was going out to get something I'd always dreamed of, having it so long maybe made me take it for granted. Rocky, and I, lost the belt."

"The whole thing unfolded in the movie. But then there was the scene where Apollo Creed told Rocky the only chance he had to get the title back was to get "hungry" again, to get the "Eye of The Tiger," and he set out to try and get that feeling back."



"That's what really hit me. Since then, I've cancelled personal appearances, refused offers for commercials, quit spending the day talking to the wire services, and turned down matches far away from home to cut down my traveling time. I'm taking matches to take care of some personal business and I'm training, and I'm going to get that feeling back. It's mental much more than physical, but I WILL get the eye of the tiger. When I do, Kimala, who's as mean as Clubber Lang and a lot crazier, will feel just like he's in the ring with a tiger. There will be another day with Kimala, and with the eye of the tiger, I'll make him fall. But before I can challenge him, I've got to challenge myself. I'll win that challenge."

**Memphis, Tenn.
Monday, June 28**

BAR WIRE MATCH

Bill Dundee

-vs-

Sweet Sugar Brown

Jerry Lawler

-vs-

The Iron Sheik

IF LAWLER WINS HE GET A
LUMBERJACK MATCH WITH HART

**Southern Heavyweight
Title Match**

Kimala -vs- Steve Keirn

**Return Mid-America
Title Match**

King Cobra

-vs-

Dutch Mantell

**Southern Tag Team
Title Match**

Dennis Condrey &
Norvell Austin

-vs-

Ron Bass & Carl Fergie

Full Contact Karate Match

Stan Lane

-vs-

Bobby Eaton

Roy Rogers

-vs-

The Dream Machine

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Jerry Lawler splits

Jerry Lawler split a pair of matches, winning by disqualification over the Iron Sheik and then losing to Jimmy Hart, in last night's wrestling card at the Mid-South Coliseum. In championship matches, Dennis Condrey and Norvell Austin retained their Southern tag title by defeating Ron Bass and Carl Fergie; King Cobra retained his Mid-America heavyweight crown by topping Dutch Mantell; and Kimala retained his Southern heavyweight title by defeating Steve Kiern. In other matches, the Dream Machine stopped Roy Rogers; Stan Lane took Bobby Eaton in a full contact karate match; and Bill Dundee won over Sweet Brown Sugar in a barbed wire match.

June 28, 1982, page 4

CONDREY AND AUSTIN— STILL THE CHAMPIONS!





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Hurry Starts August

WILL BASS STAMPEDE THE SHEIK?

The situation that has erupted recently between The Iron Sheik and "Outlaw" Ron Bass has already resulted in some violent brawls, but these matches have just fanned the flames of hatred between the two, and we could be seeing the start of one of the hottest feuds in wrestling history.

It all began on "Championship Wrestling" on TV after The Iron Sheik had made more of his typical anti-American slurs. Bass was guest commentator at the time, and while The Sheik was wrestling, the powerful 296-pound outlaw calmly walked to the front of the desk and began to do repetitions with The Sheik's huge Persian clubs. The Iranian, seeing this, leaped out of the ring and attacked Bass, cutting him and hitting him in the head with the 75-pound wooden club! It's been all action since then.

Bass says his hatred for the Sheik will go on forever.

"No man," he said, "no man does what he did to the outlaw and lives to tell the tale. I'll chase him to Pampa, Texas and back if I have to. The fans have all been behind me in this, but honestly where The Sheik is concerned I don't care whether they're behind me or not, just so long as they're not in front of me, cause I don't want anything in between me and him. As long as we're both in this area, I can promise you, sparks are gonna fly, and I can't say what those sparks are gonna be flying off of!"

The Sheik is not a man to remain silent about anything, and this was no exception.

"So big American Outlaw Ron Bass being mad at the Iron Sheik!" The Iranian fumed. "So Big Outlaw Ron Bass did the Persian clubs. That is a bunch of big deal! No one in America can do clubs as many times as Iron Sheik of Iran! Ron Bass will pay for all he has done, I am promise you now. I will put cries of "USA, USA" down big American Outlaw Ron Bass' throat, and make him choke on them. This I swear!"

THE YOUNG LIONS!

The young men just starting out in the sport of professional wrestling are often called "The Young Lions" of the sport. They're inexperienced sometimes, sometimes wise beyond their years, but they're living in a jungle, where predators roam that can end their careers in a matter of minutes. But if they survive, they'll become the Kings of tomorrow, ruling the sport five or ten years down the line as lions rule the jungle. In this area, we're fortunate to have four young men on the dawn of a career that could lead them to the top in the sport. We salute them here.

Bobby Fulton is a muscular, well-built 21-year old from not too far north of here in Columbus, Ohio. Even at such a young age, he's already been wrestling over three years, in such places as Louisiana, West Virginia, the Northeast and Calgary, Canada. In addition to wrestling several times a week, Bobby also puts in 2 hours a day of training time in the gym, working with weights, to build his strength and power. The fans have really taken a liking to this personable young star.

Roy Rogers is a wrestler we hesitate to even put in this article, because he has come so far so fast most opponents treat him as a veteran. His accomplishments have been enumerated in these pages many times, and the wins just keep on coming. Roy has almost a magic touch, and this could lead him someday to a major title. As his matches go by, he becomes more and more a man to stay away from when he gets in the ring.

Joe Stark is a powerful wrestler from Jonesboro, Arkansas, who has the least amount of experience of the four but certainly not the least determination. A standout amateur athlete, Joe is also interested in medicine, and he is combining the two in several interesting ways by wrestling while he is a pre-med student (a member of the Lambda Chi Alpha Fraternity), and he eventually would like to specialize in sports medicine, a well-rounded young man with great potential in all his fields.



Ric McCord has returned to the area after a few months on tour, and says the competition is rougher here than anywhere in the country. Ric has added a little size since he's been away, and is always working out to increase his stamina and power. He is another likeable young man who has gained experience beyond his years, and should have a bright future in the sport.

The Young Lions—which one, or more, will rule the jungle? We'll just have to wait and see!

•

Chapter 7: July 1982

Jerry Lawler, Still Busy

After a couple of rematches back in June, Kimala had moved on to new challengers. Jerry Lawler had also got dragged into a feud in with the Iron Sheik. On the July 5 card, Lawler got the win over the Sheik and won the right to have an immediate bout with Jimmy Hart in a lumberjack match. The fans ate it up when the King got the easy win over Hart.

The next week Iron Sheik got his revenge by getting a big win over the King, thanks to a lot of stipulations Jimmy Hart got thrown in.

Kimala and JJ Dillon For the past two months, Kimala had a masked handler in his corner named Kimchee. The bee-keeper outfitted handler had instructions from JJ Dillon on how to manage Kimala. The King was inching closer to getting the upper hand against the Ugandan giant in their matches, so Dillon felt he needed to give his personal attention to Kimala. JJ finally made his long overdue debut in Memphis on July 19, as he managed Kimala in a win over Jerry Lawler. The following week the King got to take his frustrations out on Dillon in a one-on-one match. When it was over, Dillon was declared the winner as Lawler was disqualified for using the piledriver on JJ.

Kimala's reign as Southern heavyweight champion continued for the month as the big man got pinfall wins over Steve Keirn, Bill Dundee, Jerry Lawler and Ron Bass. These were four very impressive wins for anyone in the territory. However, Jerry Jarrett knew how to run angles in his territory without the babyfaces losing any steam. The entire Kimala storyline was pure genius.

On a related note, Kimchee was actually Buddy Wayne in a bee keeper's outfit.

Third Times A Charm

June wasn't the best month for Dutch Mantell. King Cobra had dealt the Dutchman two straight losses in attempts to put the Mid-America title back around his waist. Luckily stubbornness is part of Dutch's character, and it would pay off in July. On July 5, Dutch challenged King Cobra in his third try at the title. The fans wondered if this was his last try at the belt and

possibly even a blow-off match. In a 'no time limit – no DQ' match, Dutch Mantell finally defeated King Cobra and got the Mid-America title back.

However, Dutch's reign proved to be short lived, as he dropped the belt the following week to Bobby Eaton. The final two Monday night cards of the month saw Dutch teaming up with King Cobra to take on Bobby Eaton and his partner, Sweet Brown Sugar. The first match saw Eaton and Sugar getting the win via DQ, while the July 26 match saw Eaton and Sugar getting a questionable pinfall thanks to Jimmy Hart's illegal interference.

Terry Taylor, Newcomer

Taylor had the look of the All American boy and was a natural babyface. As a newcomer to the territory, Terry was getting his footing and starting to get some early wins at the bottom of the card until Jerry Jarrett could see if he had the chops to make it in Memphis. In a few short months, Taylor would be knee deep in things and well on his way to a proven commodity. By the end of the year a Southern title run was also in his future.

Southern Tag Titles

On the first card of the month, the Midnight Express' luck ran out as the unlikely team of Stan Lane and Cowboy Ron Bass defeated the champs and got the tag belts. It soon became apparent that July was another month for the tag titles to be like a hot potato (and hard to keep a hold of). The July 12 card saw the unlikely babyfaces Lane and Bass drop the titles back to Condrey and Austin with an assist from their manager, Jimmy Hart.

Not wanting to be outdone and to the cheering fans approval, the July 19 card saw Stan Lane and Cowboy Ron Bass take the Southern tag belts back from the Midnight Express for the final tag title change of the month.

Titles changing

With the promotion's attendance highest during the summer months, fans liked their matches to mean something. Title changes signified that something. The Southern tag titles and the Mid-America title were heavily in flux during these summer months with usually at least one of them changing on every card. The Southern heavyweight title was securely around the waist of Kimala. To get the fans to buy into the whole angle of Kimala as a 'monster,' he couldn't lose. That undefeated streak had to be maintained until the momentum had built up at the end of summer for Jerry Lawler to come in and save the day, to pull one more trick out of his hat and defeat the giant, etc. If the monster had been pinned during the summer, it would have killed the heat on Kimala, as well as the 'monster' factor, and

the fans would not believe in it any more, and therefore they wouldn't pay to see it.

Jerry Lawler, Andy Kaufman And A Trip To 'Late Night With David Letterman'

On July 28, something totally unique happened when Jerry Lawler and Andy Kaufman went on David Letterman's late night show. The premise was that Andy was going to publically apologize to Jerry Lawler for not taking wrestling seriously (no comments needed here, wrestling is a serious sport, LOL). In turn, Jerry Lawler was going to apologize for piledriving Andy on his head.

The appearance was amazing to say the least, and it played out like a wrestling match. Kaufman had tried to play the victim before Letterman showed one of the hygiene videos Andy had sent into the Memphis Saturday morning show. The New York crowd immediately started to turn against Andy, who tried to calm them down and explained that he was a comedian and just trying to be funny.

During the segment, Kaufman was slowly getting more stressed and antagonistic. It was done beautifully. Lawler and Kaufman were sitting side by side on the stage by Letterman, who was behind his desk. Right before the commercial break, Lawler had enough of Andy's digs, so he stood up and gave Andy the slap heard around the world. It was one of the stiffest slaps anyone had ever seen, and literally knocked Andy out of his chair. If the fans were on the fence about wrestling being 'real,' that slap convinced a lot of people it was real.

When they returned from the commercial, Lawler was still on camera but Andy was gone. That didn't last long as Andy came back out and went into a tirade of curses against Lawler. TV bleeped all the expletives out, but the effect came through loud and clear. Some people had thought this was the end of the feud, but in reality, it was only the beginning.

Jerry Jarrett *"Andy wore the neck brace everywhere he went. He made national appearances with the neck brace on. This publicity led to the now famous Lawler/Kaufman interview on David Letterman's show. Lawler slapped Andy so hard during the show that it knocked Andy out of his chair. With Letterman sitting so close, he knew the slap was real and the show confirmed that the feud was real. Months later, Mid-South Promoter Bill Watts was not a happy camper when he discovered Andy did not almost get his jaw broken and it was all a work."*

Dutch Mantell “After Lawler dropped him on his head in that match, they got on Letterman with the premise that Lawler-Kaufman were supposed to apologize to each other on air for the incident. Letterman had not been clued into what was going to happen and ended up getting hot about the deal. Kaufman was never on his show again, ever, but it did make for great TV.”

Jim Ross “The Lawler-Kaufman legacy has seemingly grown over the years. Because of Andy’s celebrity, the scenario gained national exposure prior to the two of them going on the Letterman show, but the incident on Letterman really put the sauce on the ribs. People still talk about it today and I am still quizzed about it from fans. The Lawler/Kaufman feud was obviously good for Memphis Wrestling for a variety of reasons, including selling tickets to the Coliseum and providing The King with a platform to gain national exposure, which in turn made him a bigger star in his home territory. I think the Letterman incident raised awareness, in a positive, entertaining way, for the genre of pro wrestling, which is never a bad thing. Doing big business because of the Kaufman involvement certainly helped establish Memphis as a viable wrestling territory even though it had been that for years.”

Dutch Mantell “I’ll be honest with you, Kaufman probably kayfaded better than a lot of the boys did. He didn’t call himself a comedian. He rejected that term and called himself a performance artist, and that’s what he was. He wasn’t funny in a ‘ha-ha’ way, like you’d think of a Robin Williams. When he was in character, you’d feel like slapping Kaufman. His goal was to elicit a response out of you that could be good or bad, as long as it was a response. To tell the truth I think Andy was insane. Even though he didn’t have the body to survive in wrestling, I think he had a love for this business and found the perfect medium to get the reactions of the fans. It was something he strived to do in his comedic work but couldn’t because of the norms of society. What he saw in wrestling was what he couldn’t do in his own world. In wrestling we had a new stage out there every night. We could use comedy, we could use violence, we could use psychology, we could use whatever we wanted to get our story across, and we did. In my opinion, Andy felt trapped in his performance art and within wrestling he achieved a freedom he never had before. Being around Kaufman, I learned that actors and artists realize that we had much more freedom than they did.”

Jimmy Hart

Jimmy Hart was still the No. 1 manager in the territory but he was feeling the stress of JJ Dillon's invasion looming over his shoulder. Hart had been a key player in the promotion since early 1980 when top star Jerry Lawler went down with a broken leg, and Hart's position in the hierarchy was set. While many people wished Jerry Lawler could defeat Hart and send him packing, Jerry Jarrett knew Jimmy was far too valuable to get rid of. Hart was in essence the ying to Jerry Lawler's yang. Batman had the Joker, Superman had Lex Luthor, Ali had Frazier and Jerry Lawler had Jimmy Hart.

Jerry Jarrett *"It all started back in January 1980. As I mentioned a little before, I was very angry at Lawler over the broken leg. I called a meeting with the boys in the Louisville, Ky., dressing room. I looked at Jimmy and told him the burden of keeping the territory drawing fell on his shoulders and I had a program in mind. I suggested he begin the interview with the now infamous line, 'Lance, what do you do when your racehorse breaks his leg? You shoot the horse.' Lawler got hot at Jimmy about the comment, which was silly, as we had to go on and his money depended on our success the same as it did all of us.*

"The program seemed like a can't-miss deal to me. Jimmy Hart was taking over as the top man in the promotion, now that Lawler was out, and he was in a no-lose position. My idea was that he would bring wrestlers in and keep bringing them in until something clicked. I recall the meeting as if it was last year. There is an old joke in the wrestling business which is a bit crude, but makes a lot of sense.

"A wrestler walks into the dressing room and finds the promoter reaching into a bucket of s--t and throwing a handful against the wall. The wrestler asks him what he is doing. The promoter says that each handful of s--t is a different program and whatever sticks is the program he's going with. A handful stuck and the happy promoter got up and ran from the room. The first wrestler sat down and began stirring the bucket of s--t. Another wrestler walks in and asked what he is doing. The first wrestler tells him he is making a wrestler. The second wrestler asked why he didn't make a promoter, and the first wrestler replied that he didn't have enough s--t. I repeated this crude story to the boys in the meeting and the laughter broke the tension. I then explained that we were going to keep throwing new members of Hart's Army against the wall until something stuck. I had

already been on the phone with Paul Ellering. We bought a crown and a cape and brought him out as the new King. This was instant heat. I suppose the fans thought we should promote a memorial service for Jerry. Jerry called and asked if I was so angry at him that I didn't even mention him or how he was doing during the television show. I asked Jerry how much money any television time at all on a wrestler who could not wrestle for us for a long time would draw? I explained that we were in enough of a fix without reminding the fans they would not see him wrestle. I did feel sorry for Jerry, but it was no time to get all teary about something that only time would heal.

“Paul Ellering got over and we had a stick for Jimmy for the rest of the time he was in Memphis. Whatever happened at the matches, his response on Saturday morning was the same. ‘Lance, this is the greatest day of my life.’ Paul Ellering was Jimmy's new horse and Jimmy crowned him the new King. For a year, Jimmy carried our territory on his back and did one hell of a good job.”

Jerry Calhoun “Jimmy Hart is great! Back in the 1970s, Lawler and I would go up and down the road together and Jimmy was still working in music at the time. He was at a local nightclub and we'd go watch him play when we were in town. Even though we graduated in different years, all three of us graduated from Treadwell High School in Memphis. Jimmy was very charismatic and an amazing manager. Heck, he could talk himself out a robbery if he had to. He was so dad-gum good, that's why they ended up calling him the ‘Mouth of the South.’ I have the utmost respect for Jimmy Hart.”

James Beard “Jimmy was much, much better in the Memphis area than in WWF in my opinion. He was an obnoxious, jittery heat machine and he was very effective. Jimmy had a way of making fans mad and putting his wrestlers over. He was also a great interview and had a method of building drama with his rants. I found him a lot of fun to watch.”

Bill Dundee: The Superstar

From his first appearance in Memphis way back in February 1975, Bill Dundee always seemed to have the ability to get the fans to hate him or love him. Bill came into Memphis with George Barnes as a heel team that was hated right off the bat. After George left, Bill stuck around and was soon a fan favorite.

If you jump forward a few years to 1977, Jerry Jarrett had just split from Nick Gulas and created his own promotion. Bill Dundee was one of the boys that he made sure was going with him. That same summer saw Jarrett's top heel, Jerry Lawler, going up against Bill Dundee, who had moved into the position of the promotion's top babyface. The feud was phenomenal and ended up putting Jarrett on the map, and without it the new promotion may not have survived. That feud is arguable the biggest war in the promotion's history.

Bill can also credit Jerry Lawler and that same 1977 feud as the reason his height is always called into question. Lawler made sure that in every promo he cut on Bill it included, "Dundee, that sawed off runt..." The truth is Bill was not the shortest wrestler around; Koko Ware is a great example of a wrestler shorter than Bill. Regardless, Lawler proclaimed it for months and it stuck.

When the King turned into a babyface in fall 1977, Dundee was moved into the No. 2 spot in the promotion. Bill excelled in the role. He always gave heated and energetic promos and the fans loved him. In Bill's matches, he was gritty and could pull out the win at any time with a bodypress or a sunset flip. The fans knew that regardless of the opponent's size, Dundee was capable of getting the win. They also knew to never count the Superstar out.

Since Bill and Jerry Lawler were on top of the promotion's list of good guys, Jerry Jarrett took the logical next step and made them a team. With the exception of the Fabulous Ones, Lawler and Dundee were looked at as the area's best tag team. While Bill did hold the Southern heavyweight title on multiple occasions, his real claim to fame was holding the Southern tag titles approximately 17 times, with various partners.

It was also around this time that Bill was beginning taking an interest in the running of the Jarrett promotion. When he wasn't in the ring, Bill could be found in the promotion's office. Jerry Jarrett was always open to teaching the talent the fine art of booking matches to anyone willing to really listen and take it seriously. Jerry Lawler had been given part ownership of the promotion when Jerry Jarrett had split with Nick Gulas, but at times he seemed more concerned with outside interests (softball, football, music, etc.). Bill strived to learn all he could about wrestling and about being a booker (match-maker).

In 1983, Bill's booking ability would lead to him venturing out from Memphis and heading south. First up was a run as booker in the Atlanta promotion. The run was part of a deal between Jerry Jarrett and Ole Anderson and lasted for a few months.

To get Bill out of the Memphis promotion in 1983, Jarrett turned Dundee into a heel for the first time in nearly eight years. The move was very convincing and the fans bought into it 100 percent. Dundee claimed he was tired of being No. 2 and was going to be No. 1. Bill was able to get several big wins over the King and had even taken the Southern title. The feud ended when Lawler got the win in a 'loser-leaves-town' match.

Dundee's next booking run happened at the end of 1983 when owner Jerry Jarrett made a deal with Mid-South promoter Bill Watts for a talent exchange. Some of the people that Jerry Jarrett sent to Watts were: the Rock 'n' Roll Express, Jim Cornette, the Midnight Express, Dutch Mantell and Bill Dundee. Over the next year and a half, Dundee booked Bill Watts' promotion to its most successful and profitable period, ever. To get Bill out of the Memphis promotion, it repeated the same angle from a few months earlier. This time it was not Jerry Lawler, but Steve Keirn that defeated Bill Dundee in a 'loser-leaves-town' match.

During the glory years of the Memphis territory, Bill Dundee was always near the top of the card. The fans loved him and just like Jerry Lawler, he could do no wrong in their eyes. Bill's ability to get over with the fans was directly linked into his role as the promotion's underdog. While Jerry Lawler was looked at as the uncrowned world champion, Bill Dundee was looked at as the No. 2 guy who was only one step behind the King. He was known as the short guy who if he could just get a shot, would go against the odds and get the win.

July 1982 Jarrett Promotion Schedule

- Thu Jul 1: Lexington, KY
- Fri Jul 2: Idle
- Sat Jul 3: Memphis TV & Nashville, TN
- Sun Jul 4: Idle
- Mon Jul 5: Memphis, TN
- Tue Jul 6: Louisville, KY
- Wed Jul 7: Evansville IN

- Thu Jul 8: Idle
- Fri Jul 9: Lepanto, AR
- Sat Jul 10: Memphis TV & Nashville, TN
- Sun Jul 11: Jackson, TN
- Mon Jul 12: Memphis, TN
- Tue Jul 13: Louisville, KY
- Wed Jul 14: Evansville IN
- Thu Jul 15: Eminence, KY
- Fri Jul 16: Tupelo, MS
- Sat Jul 17: Memphis TV & Nashville, TN
- Sun Jul 18: Idle
- Mon Jul 19: Memphis, TN
- Tue Jul 20: Louisville, KY
- Wed Jul 21: Evansville IN
- Thu Jul 22: Columbia, TN
- Fri Jul 23: Tupelo, MS
- Sat Jul 24: Memphis TV & Covington, TN
- Sun Jul 25: Idle
- Mon Jul 26: Memphis, TN
- Tue Jul 27: Louisville, KY
- Wed Jul 28: Evansville IN
- Thu Jul 29: Owensboro, KY
- Fri Jul 30: Tupelo, MS

July saw 29 cards happen. The hectic schedule continues. Even with the hectic schedule, there was always one constant, every Saturday morning meant live television in Memphis. After that, the big weekly three shows were usually Memphis on Monday night; Louisville, Ky., on Tuesday night; and Evansville, Ind., on Wednesday night. Tupelo, Miss., was a semi-consistent Friday night card as well, since the next morning had everyone in Memphis for TV.

July 05, 1982, page 1

KIMALA THE UGANDAN GIANT!



PROGRAM



KIMALA—MAN, OR ANIMAL?

Disgusting though it may be, the plain fact is that the current Southern Heavyweight Champion is Kimala, the Ugandan Giant. More animal than man, the huge monster stands 6'9" tall, weighs just short of 400 pounds, and has in his "displays" in the ring, for lack of a better word, showed a tendency for tactics that can only be described as animalistic and bestial. His meetings with other wrestlers can't be called wrestling matches, as any man brave enough to face Kimala is ripped, gouged, bitten, chewed, clubbed, fouled and slammed around as he would be by a wild animal.

Like them or not, the Iron Sheik, Condry and Austin, Sugar and Eaton, all of them are

athletes—cruel, vicious, warped yes, but athletes—they do wrestle. Kimala is such a brutal, reprehensible monster that even Jimmy Hart would not sign him to the family. He seldom stops beating a man until the victim has reached unconsciousness. He goes out to cut and bite a man until he bleeds, then is so degenerate he licks the blood off the man's wounds. He speaks no English, only African Gibberish. His only associate is a mysterious hooded corner man rumored to be manager James J. Dillon.

In short, Kimala is an incredibly huge, tremendously powerful half-man, half-animal who desires nothing but to injure other wrestlers and seems mentally warped by spending his life in the jungle. He may be unstoppable.

But for the good of this area, he must be defeated. He must be gotten rid of, if not by opponents then by the promoters. Something **MUST** be done!

**Memphis, Tenn.
Monday, July 5**

**TRIPLE MAIN EVENT
LAST MAIN EVENT
No Time - No D.Q.**

No Stopping The Match
ANYTHING GOES. IF LAWLER WINS HE GETS
A LUMBER JACK MATCH WITH HART

Jerry Lawler

-vs-

The Iron Sheik

**2nd MAIN EVENT
Southern Heavy Weight
Title Match**

Kimala (The Ugandan Giant)

-vs-

Steve Keirn

**1st MAIN EVENT
Coal Miners Glove Match**

Bill Dundee

-vs-

Sweet Brown Sugar

**Mid America Title Match
No Time - No D.Q.**
King Cobra -vs- Dutch Mantell

**Southern Tag Team
Title Match**

**Dennis Condry &
Norvell Austin**

-vs-

Ron Bass & Stan Lane

Carl Fergie -vs- Bobby Eaton

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Bass and Lane win tag title

Ron Bass and Stan Lane reign today as the new Southern tag team champions, while Dutch Mantell is now proudly holding the Mid-America championship belt. Bass and Lane teamed to wrestle the title from Dennis Condry and Norvell Austin in one of the feature bouts last night in the weekly professional wrestling card at the Mid-South Coliseum. Mantell won his title by pinning King Cobra.

In other matches before 7:00 at the Mid-South Coliseum, Jerry Lawler defeated the Iron Sheik and then beat archrival Jimmy Hart in a special lumberjack match. Bill Dundee defeated Sweet Brown Sugar in a coal miner's bout. Kimala retained his Southern Heavyweight title by defeating Steve Keirn, and Bobby Eaton won over Carl Fergie.

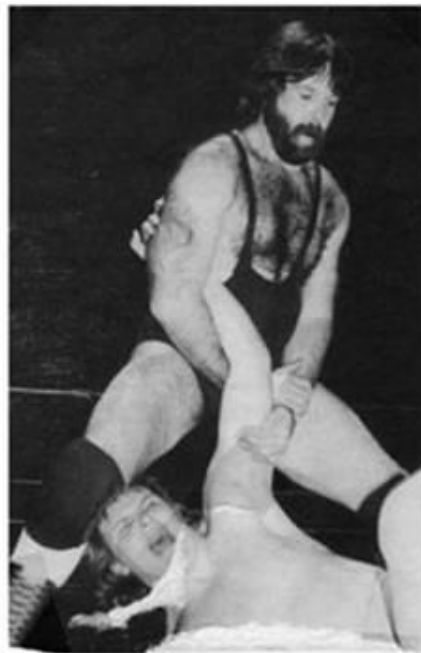
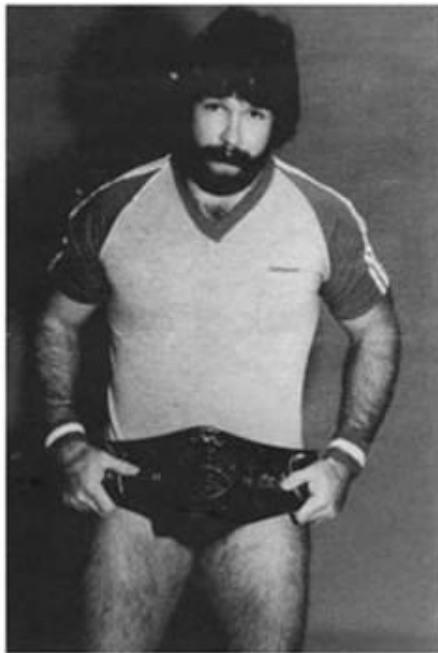
THE DUTCHMAN— THE COURSE IS SET!

The free-swinging Texas and #1 citizen of oil trough is back in town, and he's left it no secret as to his plans now that he's returned. Dutch Mantell is after the Mid-America Title, and out to avenge himself with the man he lost it to, Beautiful Bobby Eaton.

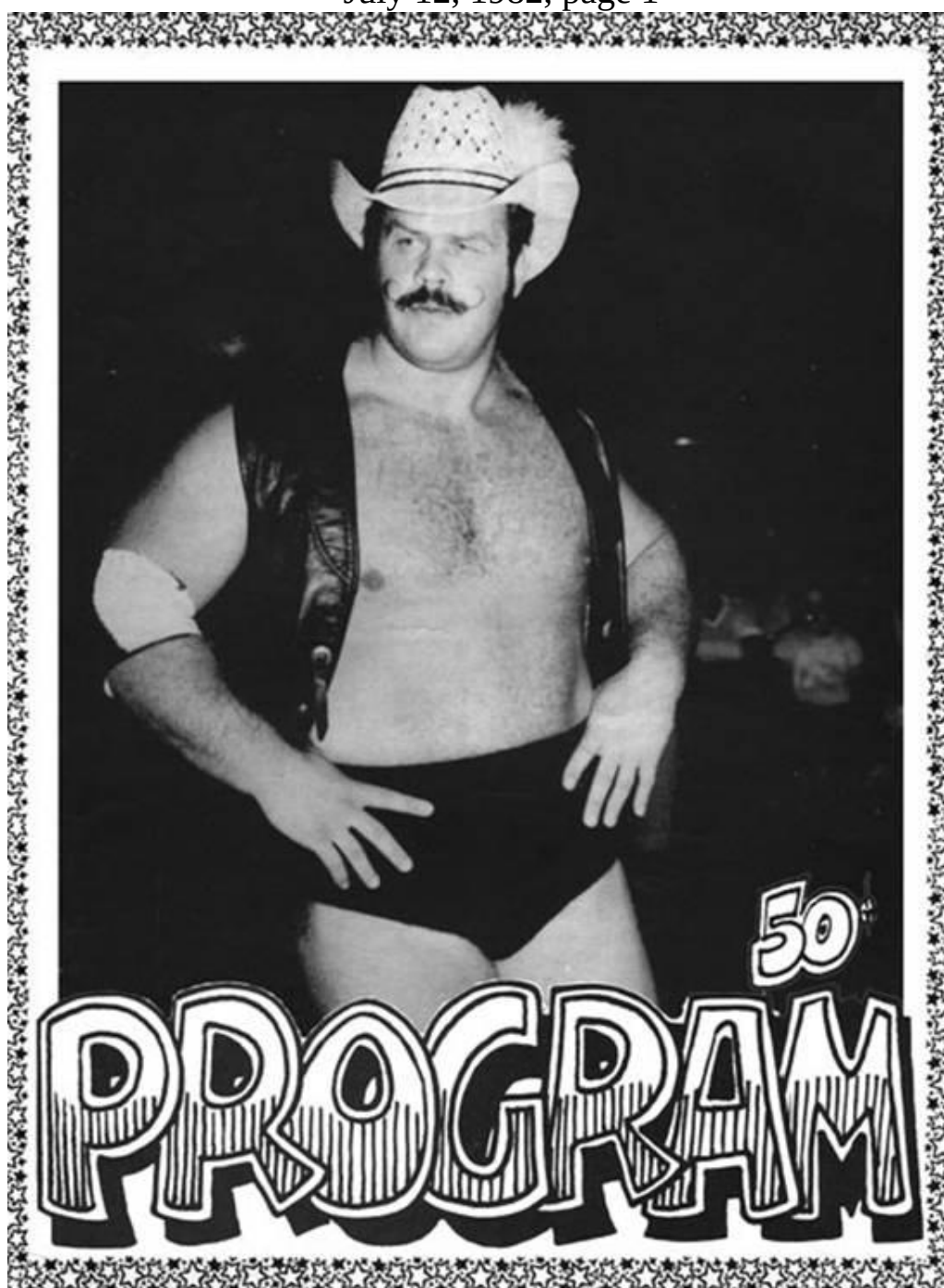
Dutch's path was complicated somewhat when Eaton dropped the belt to King Cobra, but he was looking forward to a good

scientific match with Cobra, who has been a favorite of the fans in weeks past. Then, an incident on TV led to a misunderstanding between the two, and as a result we may be seeing many all-out brawls between the two, much the same as we will between Mantell and Eaton, who is still in the Dutchman's mind.

"Let me say one thing" Dutch stated. "The whole thing where I decked Cobra on TV was a misunderstanding. I didn't know who was attacking me and who was helping me, but he blew it up all out of proportion, and that's fine with me because I don't care if he like me or not. I'm just gonna get that belt back. Then, it's on to Bobby Eaton, and I'll shut his mouth about having beaten me for the title once and for all. That's the way it is."



July 12, 1982, page 1



**CAUTION: THE STATEMENT BELOW EXPRESSES
POLITICAL VIEWPOINTS**

**THE KING—FOR THE HONOR
OF THE U.S.**

Jerry "The King" Lawler and the Iron Sheik have recently been involved in one of the angriest, most heated feuds we have ever seen. When we spoke to the King a few days ago, we quickly got the idea that he was fighting not only for revenge for himself, but also for a principle. We'll let Jerry elaborate.

"Sure, I'm after the Iron Sheik for myself, no doubt about it. He's one of Hart's men, and I'll do anything to hurt any of them. He attacked me, and I'm the kind of person who would never let that stand without getting even. But what's more, I'm doing it to show those scums back in Teheran what an American can do that has guts enough to fight back, and not like one we had that just sat and watched.

"Evidently the Iron Sheik felt like we were all like that. Well son, he's dead wrong, I promise you that, and it makes me sick to my stomach for some chrome-domed geek like him to come over here and spout off about how much he hates the U.S., about how superior Iranians are physically to Americans, and at the same time love carting home all those U.S. dollars. This country has had a lot of problems, but it's still the greatest as far as I'm concerned.

"Even worse than the Sheik is that little worthless turncoat Jimmy Hart. He was born and raised in this country, and just because some goon like that Sheik comes along that can make him some money, he turns his back on everything the United States stands for, everything a lot of our people have fought and died for. To me, that's even lower than the Sheik's attitude. Hart would roll out the red carpet to the Russians if there was some money to be made off communism.

"We worry about people like the moral majority, and book burners, and censorship over here, that's just a small part of the population here, but over there in those countries like Iran and Russia they control everything

you do, hear, see or think. There's no freedom. That's what the Sheik stands for, and that's what Hart's trying to help him spread the word on. The more the Sheik wins matches, the more weirdos he might convert to that way of thinking and that's a cancer we can't let spread in this country, or we'll fall.

I've never been in a war, thank God, and no matter how brutal a wrestling match gets it's a Sunday picnic compared to a hell like that. But maybe I can do something, even in a small way, to show these people Americans WONT back down from their beliefs. I can STOP the Iron Sheik, one way or another, before it goes too far!"



Memphis, Tenn. Monday, July 12

**4 MAIN EVENTS
LAST MAIN EVENT
No Time - No D.Q.
Winner to Get His
Dream Match**

***Lawler's Dream Match**
(LAWLER -vs- HART NO TIME - NO D.Q.
HARTS HAIR AT STAKE)

***Hart's Dream Match**
(HART -vs- LAWLER - SPECIAL REFEREE
HART'S LUMBERJACKS AROUND RING)
Jerry Lawler -vs- Iron Sheik

**3RD MAIN EVENT
Southern Heavy Weight
Title Match**

Kimala (The Ugandan Giant)
-vs-
Bill Dundee

**2ND MAIN EVENT
Southern Tag Team
Title Match**

Ron Bass & Stan Lane
-vs-
Dennis Condry &
Norvell Austin

**1ST MAIN EVENT
Mid America Title Match
Dutch Mantell**

-vs-
Bobby Eaton

Steve Keirn
-vs-

Sweet Brown Sugar

Bobby Fulton -vs- The Angel

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Dundee defeated

Kimala, the Ugandan Giant, still reigns today as the Southern heavyweight wrestling champion after disposing of Bill Dundee in one of the feature bouts on the weekly professional wrestling card at the Mid-South Coliseum.

In other bouts last night before 7,365, Bobby Eaton won the Mid-America heavyweight belt by pinning Dutch Mantell; the tag team of Dennis Condry and Norvell Austin regained the Southern heavyweight tag championship by beating Ron Bass and Stan Lane; The Iron Sheik beat Jerry Lawler; Steve Keirn won by disqualification over Sweet Brown Sugar, and Bobby Fulton defeated The Angel.

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July 12, 1982, page 4



THE OUTLAW!



CAUTION: THE STATEMENT BELOW EXPRESSES POLITICAL VIEWPOINTS PRESIDENT BENEDICT HART?

After hearing some comments made by Jerry Lawler about Jimmy Hart being a turncoat in managing the Iron Sheik, we decided to at least give Hart a chance to reply. Hart has never been too concerned about what Lawler says about him, but we thought somehow, somewhere there might be a part of him not motivated by financial gain.

We were wrong.

"Let me tell you idiots something" Hart squealed. "It's not my fault 52 Americans were dumb enough to stick around a place where it might not be safe! If they loved the U.S. so much why were they in Iran? You didn't catch Jimmy Hart there did you? I'm a businessman, not Yankee Doodle Dandy. If I see a prospect for the Family, I don't care if he's from the U.S., Iran, Pocatello, Idaho or Neptune! All I see is a bank balance. The Iron Sheik is the most awesome athlete I've ever managed, and he just happens to be from Iran. Big Deal!

"I'm sick of hearing patriotic crud from people driving Volkswagens and Toyotas listening to English rock groups on Japanese stereos. Baby you're all the same as I am, looking to make a buck or save one. If everybody's so patriotic, what's the matter with the Chrysler Company and how come people are sent to the big house for income tax evasion? You tell me.

"The Iron Sheik is my prize stable member, and I'll admit his political views are a little drastic, but I'll wear an Iranian flag for pajamas if it'll keep him happy. All I know is he's making more money for me than my General Motors stock, so why should I love the U.S.? What's it done for me?"

We were about to remind Hart of the words of President John F. Kennedy, "Ask not what your country can do for you, but what you can do for your country," But since the Iron Sheik had just walked in we decided it would not a wise quote at the time.

"Jerry Lawler is a bunch of big mouth!" the Sheik raved. "I hope, next time I am wrestling him, American people with flags that call 'USA' have enough gas and oil to drive to arena to see Iran defeat U.S. one more time. I hope that some fool bring U.S. flag to ring so I can take it and cover up Jerry Lawler's body as he is taken out of ring. I hope, then, that U.S. people see Iron Sheik of Iran stand tall and proud as being the winner over U.S. again, and Ayatollah being very proud that U.S. once again has stinking face ground into dirt!"



EDITORIAL

It seems as if we at Action Ringside are always in the middle. The past few weeks have been no exception. We are bringing it out in the public eye now simply to have a written statement concerning our new, stricter editorial policies in front of the public and the wrestlers in the area.

For the past several weeks wrestling action in this area has gone out of control. Together with vicious, brutal wrestlers like Kimala and the Iron Sheik, and cunning and deceptive grapplers such as Hart and The First Family, we have outspoken wrestlers such as Jerry Lawler, Dutch Mantell (a veteran of Vietnam), and Steve Keirn (whose father was a prisoner of war), not to mention "Outlaw" Ron Bass, who is outspoken about EVERYTHING. Political viewpoints aside, there is a deep hatred between many of these men, for instance Dutch Mantell and Bobby Eaton, Bill Dundee and Sweet Brown Sugar, Carl Fergie and both Dennis Condrey and Norvell Austin. As such, there have been some wild brawls in the making, even when these men are not scheduled to wrestle each other, and chaos is often the result.

Action Ringside has always tried to present equal time to everyone, and allow all to be heard. As in all Democracies, this has led to abuse by some. So we are, in an effort to preserve a semblance of order and dignity, revamping our editorial policy.

We have, in the past few weeks:

- Barred the display of any country's flags in pictures in this publication, as a result of complaints about the Sheik's Iranian flag.

- Revised permission to outlaw Ron Bass to print the words to an extremely profane Texas bar room song detailing what the Iranians can do with their oil and the Russians their Kremlin.

- Instituted a policy wherein if any statement by a wrestler has political overtones, there will be a "caution" warning attached, and equal time given to an opposing viewpoint.

- Refused a paid advertisement from James J. Dillon with pictures depicting Kimala eating live animals in the jungle and tasting the blood of his opponents, on the grounds that is repulsive.

- Cautioned Bill "Superstar" Dundee, Dutch Mantell, Sweet Brown Sugar, and Dennis Condrey and Norvell Austin about language used to describe their opponents in statements to the press.

- Informed all wrestlers that it is to our discretion as to whether we print the names of wrestlers fined during the week for flagrant abuse of the rules, and the amount fined, with the intent of embarrassing them into staying straight we hope the NEW Action Ringside will be a more dignified, family oriented sports publication.

PRO WRESTLING ACADEMY

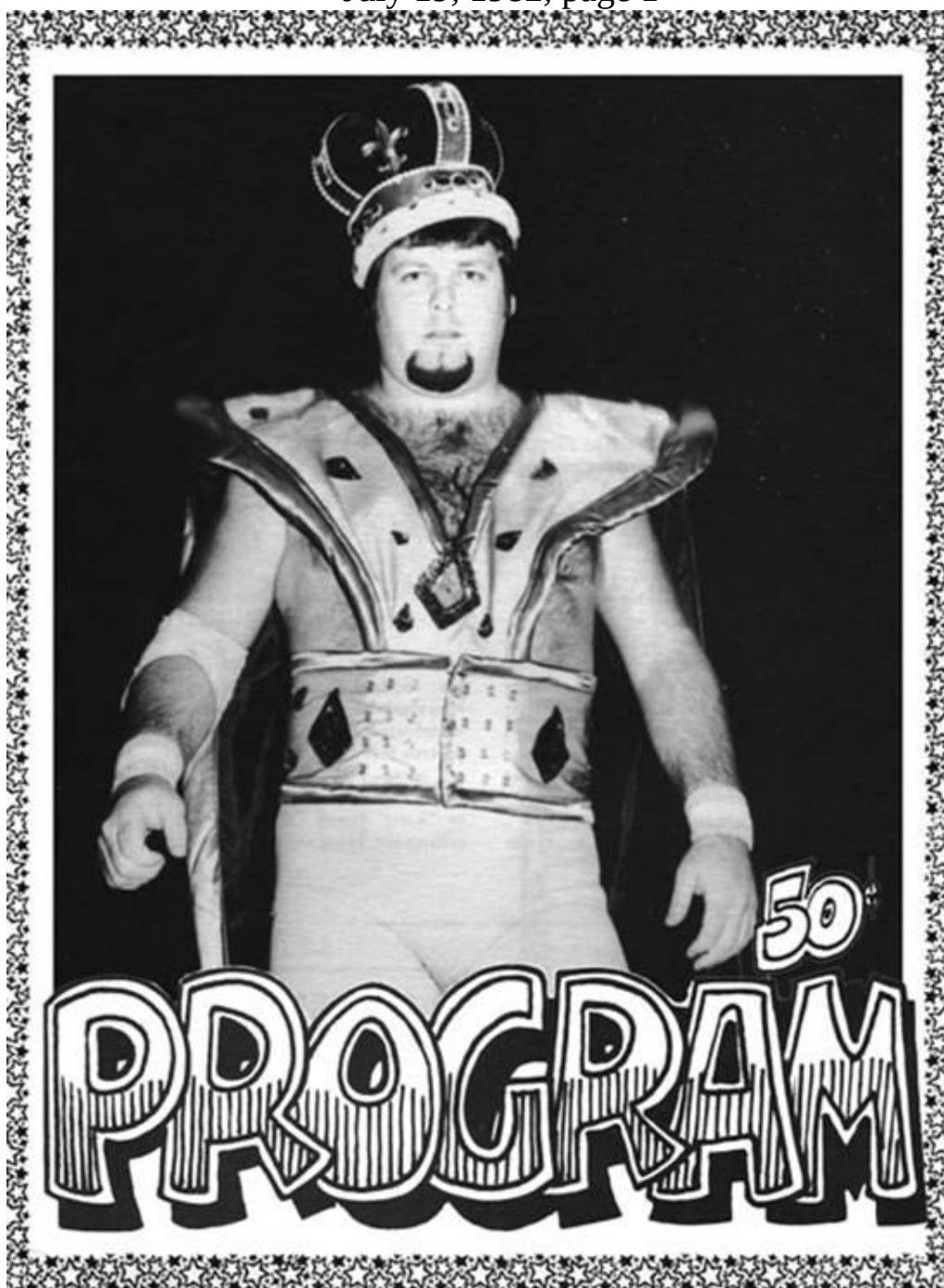
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Hurry Starts August

July 19, 1982, page 1



A MESSAGE FROM J. J. DILLON!

"Well, after weeks of phone calls, letters, and telegrams, I finally got ahold of the idiot in charge of this stupid, over-priced program to try and get some of my brilliant thoughts and opinions across to you other idiotic, redneck, hillbilly, clod-kickers! The fool told me that I would actually have to pay money to have my message printed! To me, that is insane! This is probably the first opportunity this program has ever had to add a little class to itself by dealing with an intelligent individual like myself, and they want me to pay for it! So, to make a long story short, I paid their price and here's what I've got to say..."

"How do you like me so far?!" "You better get used to me because you're going to be seeing a lot of me from now on! I'm taking over around here! So I'm serving notice right now to any wrestlers or managers who don't think they will like the way J. J. Dillon runs things, they still have time to get the heck out of the area!"

"You hillbillies are fixing to see the world's greatest wrestlers! No longer will you have to



watch second rate talent like Jimmy Hart and his foolish Family. Plus, my champion Kimala, who, by the way is the world's only undefeated wrestler, is going to completely destroy Jerry Lawler and run him completely out of town! So get yourselves ready. . . . Clean yourselves up. . . . Because J. J. Dillon, or "King" James Dillon, as you'll soon be calling me, is on the way!"

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Hurry Starts August

**Memphis, Tenn.
Monday, July 19**

**MAIN EVENT
Southern Heavy Weight
Title Match**

Jerry Lawler

-vs-

Kimala w/James J. Dillion

Bill Dundee

-vs-

Kimala's ASSISTANT

Grudge Tag Match

Bobby Eaton &

Sweet Brown Sugar w/Hart

-vs-

Dutch Mantell & King Cobra

Southern Tag Team

Title Match

Bull Rope Rules

Dennis Condry &

Norvell Austin

-vs-

Ron Bass & Stan Lane

Steve Keirn

-vs-

The Dream Machine

Bobby Fulton

-vs-

Terry Taylor

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REED'S

Kimala tops Lawler

It took a wild finish, but Kimala reigns victorious today with a win over Jerry Lawler.

In the main event last night before 8,861 at the Mid-South Coliseum, Kimala was declared the winner over Lawler, despite the referee being knocked out during the closing seconds of the match.

In other bouts, Terry Taylor defeated Bobby Fulton; the team of Ron Bass and Stan Lane won over Dennis Condry and Norvell Austin; Bobby Eaton and Brown Sugar won by disqualification over Dutch Mantell and King Cobra; and Bill Dundee defeated Kimala's assistant.

July 19, 1982, page 4



THE KING vs. THE IRON SHEIK





"THEY MEET AGAIN!"

A few months ago, nationally known comedian Andy Kaufman met Jerry Lawler in a wrestling ring in Memphis, Tennessee, and wound up spending the rest of the week in a Memphis Hospital. Now, the two men are going to meet again, face to face for the first time since that match!

Wednesday night, July 28, Jerry Lawler and Andy Kaufman will both appear on N.B.C.'s David Letterman Show in New York. "Late Night With David Letterman" follows Johnny Carson's "Tonight Show," and airs at 11:30 Central, 12:30 Eastern Time.

We talked with Jerry Lawler about the upcoming program, and this is what he had to say.

"A few weeks ago I got a call from Bob Morton, the producer of the Letterman Show, and he asked me if I'd be willing to come on the show with Kaufman. I said "sure," then he said he thinks Kaufman wants me to apologize to him on National TV for hurting him in our match. I told him I didn't have anything to apologize for and that I would not say I was sorry to Kaufman for anything. So he said, "well, let's just get you guys on together and see what happens."

Looks like it could be an exciting night on NBC, Wednesday, July 28!



THIS MUST STOP!

How many countless times have any of our readers seen a sight like this—Jimmy Hart, behind the referee's back, interfering in a match to save one or more of his men from defeat. We at Action Ringside have long tolerated his abusive and whining statements to the press, but this is something we cannot tolerate.

Professional wrestling is one of the last one on one sports, where the strength and science of one man is pitted against another, with the victory going to the most able. But with leeches like Hart at Ringside, who lure unprincipled athletes to sign with them with promises of big money and championship belts, this aspect of the sport is tainted. Hart cares little about the quality of the sport. He just wants his men to win matches so he can laugh all the way to the bank, and he'll do anything in his power to achieve that end.

We have assigned our photographer to capture on film Hart's blatant disregard for the rules, and plan on presenting a portfolio to the commission to fine him or stop his interference. Hart is a smart man, and will undoubtedly try to block us, but we will try to stand firm and report developments to our readers.

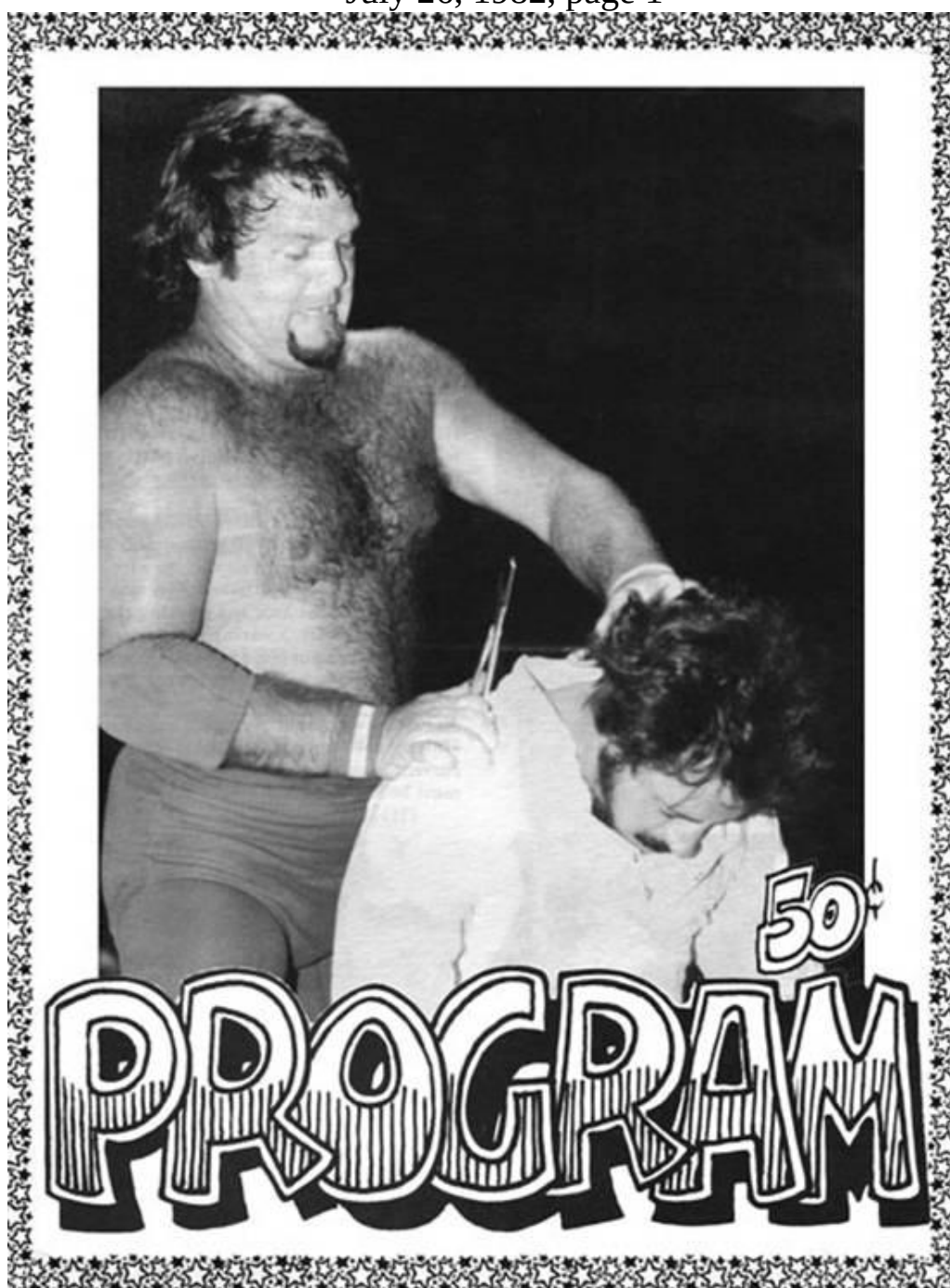
HART SWEARS: "I'll Have Dundee's Blood!"

"I'm sick and fed up with everybody jumping my case, the program editors, Lance Russell, the national magazines, everybody saying what a dirty lowdown backfighter I am! Look around you, take off your rose-colored glasses, these people you cheer for are just the same as me! Sweet Brown Sugar, a man who's done nothing except try to be a christian athlete, had his wrist fractured by that little alley fighter Bill Dundee, for no reason, Dundee tried to put Sugar out of the sport! It's sickening, that's what it is!

"I promise you people, I take an oath—a point needs to be proved, and Dundee's just as good as anyone to make an example out of—I will have Bill Dundee's blood on my hands. If he won't get in the ring with Sugar anymore, and I don't blame him for refusing, I'll send out Eaton, or Condrey, or Austin, or even The Iron Sheik, and they'll make an example out of Billy Boy Dundee. Then when Lawler, and Mantell, and Fergie, and Lane, and Keirn look at Dundee, they'll see what will happen if they cross the Family! It's time to get serious, and Dundee will be the first to fall!"



July 26, 1982, page 1



KIMALA'S MARCH GOES ON!



The Ugandan Giant, Kimala, still hangs tight to the Southern Heavy-Weight Title despite the efforts of nearly everyone in the championship wrestling area to dethrone him. Yet probably the REAL champion is James J. Dillon, for Kimala is only a grotesque puppet, an animalistic savage sent to do Dillon's bidding and guided by a mysterious hooded cornerman also in Dillon's employ.

These two do Kimala's thinking, for it's obvious he can do none himself. But despite the fact that the Giant is merely a pawn, it is HE who must be defeated to remove the title from his grasp, and it is fast appearing that there is no one capable of performing that task.

Week after week, a different top star, Stan Lane, Steve Keirn, Bill Dundee, and more, have courageously attempted to stop this rampage of terror, but have fallen to defeat. Since entering the area and winning the Belt from Jerry Lawler, Kimala has not once been pinned, or even put in a dangerous position of losing. Instead, he has brutalized the best wrestlers in the area in a manner so disgusting we cannot describe it here. Kimala, Dillon, the cornerman, these three men currently rule wrestling in the area. They must be stopped—but how?



Memphis, Tenn. Monday, July 26

Triple Main Event LAST MAIN EVENT

Jerry Lawler
-vs-
James J. Dillon

Southern Heavy Weight Title Match

Kimala -vs- Ron Bass

Return Grudge Tag Match No Time - No D.Q.

Dutch Mantell & King Cobra
-vs-
Bobby Eaton &
Sweet Brown Sugar w/Hart

8 Man Tag Team Match

Bill Dundee - Stan Lane
Steve Keirn - Bobby Fulton
-vs-

Jimmy Hart - Iron Sheik
Norvell Austin
Dennis Condry

Stan Lane -vs- Dennis Condry

Steve Keirn

-vs-

The Iron Sheik

Norvell Austin

-vs-

Bobby Fulton

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Kimala outduels Bass

Kimala, who bills himself as the Ugandan Giant, retained his southern heavyweight wrestling title last night at the Mid-South Coliseum by defeating Ron Bass.

In other matches, Norvell Austin whipped Bobby Fulton; Steve Keirn and The Iron Sheik fought to a draw. James J. Dillon won by disqualification over Jerry Lawler, and Stan Lane won by disqualification over Dennis Condry. In tag team matches: Bill Dundee, Lane, Kern and Bobby Fulton knocked off Norvell Austin, Condry, Sheik and Jimmy Hart while Bobby Eaton and Sweet Brown Sugar defeated Dutch Mantell and King Cobra.

A crowd of 7,897 watched the matches.

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July 26, 1982, page 4



THE IRON SHEIK!





THE DUTCHMAN SAYS:

"MY WHIP IS BACK!"

When Dutch Mantell feels he has been wronged, when he feels injustice has been done, all his fans know what to expect, and they've gotten exactly what they wanted--"Tennessee Justice," Dutch's Texas bullwhip, is back on the scene, and Mantell has publicly acknowledged that beautiful Bobby Eaton will be one to feel it's effects.

"I had put the whip away" Dutch said. "I used it some last year to take care of some problems, but after that I put it away. I don't use it as a crutch, I fight my own battles, and something strong has to happen before I'll bring it out.

"Well, something strong has happened. Bobby Eaton, and Jimmy Hart, have done some big talking, but when it comes down to actions, all they can do is cheat and hide. I've had several injustices done to me, and the whip is what puts all that right. I don't want 'em crying, don't want 'em complaining, they brought it on themselves.

"I just want to say this--Hart's so skinny my whip might just cut him in half. So he better just stay out of my way. It's Eaton I want, and after all the things that have gone down between us, the whip is the only way to settle it. After I get finished with Bobby Eaton, he's gonna look like Tennessee country-cured him, mark my words!"

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Hurry Starts August

THE KING TO BE ON LETTERMAN SHOW!



Our own "King," Jerry Lawler, will be a special studio guest on the NBC-TV talk show "Late Night with David Letterman," on Wednesday night, July 28th. This will be the highlight of the King's trip to New York City where he will be visiting magazine editors and national news wire services, spreading the word about the quality of wrestling action in this area, and talking about the sport of pro wrestling in general.

Lawler has been the subject of quite a bit of media attention this year, and it was heightened by his celebrated match with TV star Andy Kaufman, which made TV, radio and newspaper headlines worldwide. When we spoke to the King recently, he was

hurrying to yet another television interview, but did stop to say that he was excited about the prospect of being able to air his views on wrestling on a network program.

For more examples of media coverage of the King, pick up the latest issue of the horror-movie fan magazine "Fangoria," which has an article on Lawler, the newest "Pro Wrestling Illustrated," which contains a "king-sized" full-color centerfold of Jerry, and the newest "Wrestling Revue," with a photo feature on Jerry at home. Then don't forget to tune in "Late Night with David Letterman," July 28, a Wednesday night, on your local NBC Station at 12:30 Eastern, 11:30 Central Time.

-

Chapter 8: Aug 1982

Summertime Concludes

Summer 1982 proved to be very successful for the Memphis promotion. Over the summer months (June-August), the Jarrett promotion had an average attendance of just more than 8,900 fans every week at the Mid-South Coliseum. Jerry Jarrett's promotion was in its sixth year and showed no signs of slowing down.

Jarrett Promotion Weekly Summer Attendance

Summer Months Avg Weekly Attendance

- 1977: 7,877
- 1978: 6,850
- 1979: 5,750
- 1980: 5,700
- 1981: 8,400
- 1982: 8,900

The Fall Of The Promotional Territories

Even with the sensational attendance numbers Memphis had in 1982, in a few short years you would have the nationwide push of Vince McMahon, Hulk Hogan and the WWF. Many cite this as the reason for the fall of the regional wrestling promotions across the United States. While definitely a huge factor, it should be looked at as just one of many.

Today, the world is considered much smaller than it was 30 years ago. You can send e-mail with a friend in England, while texting a friend in Canada, while Skyping friends in Brazil. Much of the world is now instantly electronically accessible, meaning it's smaller. Jump back to 1980, no one had available cell phones, e-mail or the Internet. Information was available to on your local newscast or the nightly national news on the 'Big 3' (ABC, CBS & NBC). You also had your daily newspaper, or in the larger cities your local newspaper stands, book stores, etc. The problem with all of these was beside your local news, only big issues were talked about on the national scope (because of lack of time). Back in the early 1980s, it was

common for young men to have subscriptions to “Sports Illustrated” magazine. The reason for these magazines’ continued success was the limited access for people to get in-depth sports information from around the sports world. Professional wrestling was no different. Wrestling fans were always hitting up their favorite bookstores to see if the latest issue of their favorite wrestling magazines had been released. With names like “Pro Wrestling Illustrated,” “The Wrestler” and “Inside Wrestling,” these were lifelines for many wrestling fans across the U.S. Because of publishing requirements, the information in those wrestling magazines was usually two to three months old and nowhere near as in-depth as the fans wanted.

It was around this same time that cable TV started to make a name for itself. Though only in its infancy, cable TV promised the lure of 24-hour sports channels, music channels, movie channels, as well as legendary television stations from around the country. Some of these stations also showed wrestling shows. WGN out of Chicago, WOR out of New York, WTBS out of Atlanta, USA Network out of New York and others showed some great weekly wrestling from all over the country. Arguably, cable TV was one of the first catalysts in the decline of the territorial wrestling system that the country was used to. If you were lucky enough to have cable in those early days, you could have possibly seen three to five different wrestling shows every week. One of those legendary shows was on WTBS out of Atlanta. From 5:05 p.m. to 7:05 p.m. every Saturday, you could watch a show from one of the nation’s hotbeds for wrestling. While you couldn’t attend their live cards, the wrestling fans desire for information was fulfilled. The fans did not have to wait for the wrestling magazines to come out with information that was three months old.

By the early 1980s, most homes now had two televisions, but still only had four to six channels. Cable TV came along and offered 40-50 new channels as well as a handful of movie channels. It was a win-win situation. Many older people wondered why anyone would want that many channels, while the younger generation was all for change and variety. It’s hard to believe there was a time when you could not turn on CNN to see what was going on nationally.

Households With Cable Television

Year - Cable Subscribers - %Of Homes

1977 12,000,000 16.6%

1987 45,000,000 50.0%

Times were changing and New York, Los Angeles or Washington, D.C., were only a click of the remote away regardless of where you lived. Cable opened up the world to everyone. In one short decade the change was mind boggling. From 17 percent, the percentage jumped up to 50 percent. If you look at the stats and mark their increase, you quickly see a correlation between the fall of wrestling's territorial system and the increase of cable subscribers.

Ok, why would cable TV cause the downfall of territorial wrestling? One reason was cable limited the use of angles. Let's say on a cable station, the wrestling show on WTBS out of Atlanta as an example, did an angle on their program that showed a wrestler getting handcuffed to a rope and his kid brother getting beat up and his head is shaved by the heels. Most people would think that was a good angle. Let's say a week later you are watching the local Memphis Wrestling on Saturday morning and you watch as Eddie Gilbert gets handcuffed to the turnbuckle and his kid brother, Doug, is beaten up by the heel wrestlers and then his head is shaved. You would start to ask yourself, 'what are the odds of that happening twice, exactly the same way, one week apart.' The believability factor was getting thrown out the window, and that caused people to stop believing what they were seeing was 'real.' As hard as it is to believe, it's true—people started to lose faith in wrestling. Many people believed in wrestling as much as they believed in the U.S. flag.

Another thing cable did was give viewers something else to look at. What this means is if you don't like that guy that beat Jerry Lawler for the Southern title last week, just turn to WOR and watch Bob Backlund defend the WWF title against Jimmy 'Superfly' Snuka in a cage match. For the first time, the viewers got variety and quality. The fans now had the ability to voice their opinion on wrestlers by not buying tickets to the Monday night cards, and believe me, Jerry Jarrett listened to that. But on a personal level, if you didn't like Kimala, you could always flip on WTBS and watch 'Wildfire' Tommy Rich battling 'Mad Dog' Buzz Sawyer in their war. As a great example of pre-cable, my grandparents watched Memphis Wrestling till they both passed away by the late 1980s. They didn't turn into watch a specific wrestler, but tuned in to see who was on the Saturday morning show. When cable came along, that all changed and you could watch whoever you liked.

Lastly, with so much wrestling available for fans to watch on cable, some got their fix filled and their desire to attend the local shows diminished. In Memphis in the early 1980s, wrestling fans on regular TV as well as on cable could watch up to approximately seven hours a week of wrestling. That was a lot of wrestling from all over the country and it was basically free.

While not the only reason, cable TV is definitely a contributor to the fall of the wrestling we grew up on. Professional wrestling has changed many times over in those 30 years and will probably continue to do so as long as it is around.

Ric Flair Makes An Appearance

In the later part of August, NWA World heavyweight champion Ric Flair made a rare live appearance on the Saturday morning Memphis show. This was the first time an NWA World champ had been in the Jarrett promotion since Harley Race had defended the belt against Jerry Lawler in December 1978, almost four years earlier.

Lance Russell handled the situation like a pro; he was almost tongue-tied around Flair as he interviewed the champ. Flair went on to explain that Memphis was a hotbed for wrestling and to be a true hotbed, the 'World Champ' needed to be there. He also explained how he was the best wrestler in the world today and the belt around his waist proves it. The Nature Boy announced he was going to grace the Memphis fans with his presence in the ring that Saturday morning and wrestle a prelim wrestler by the name of Ric McCord.

It was about this time that Jerry Lawler made his way out to the announcers table to interject himself. Lance warned Jerry there was to be no problems and Lawler promised there would not be. Lawler brought up that if Flair was truly the best there was today, he wouldn't have a problem against the King. Lance tried to interject and said the match was Flair against McCord and Flair agreed. Then in a great psychological move, Lawler asked Lance how many matches McCord had ever won on the Saturday morning show. While Lance was hesitant to admit the answer was zero, Lawler came back with the argument that since Flair was the champ and the best in the world, he would have no problem against either McCord or Lawler, and since he was a veteran wrestler and McCord was a rookie, he would provide a much more entertaining match than McCord and would last a little while longer in the ring with the champ. At this point Lance

Russell acted like the light went off in his head and told Flair that it sounded like a good idea to him. Flair was now verbally backed into a corner by his own words and reluctantly agreed to face Lawler that Saturday morning on TV.

As the match was about to begin, Lawler announced he had one more request of Ric Flair. Lawler repeated Flair's boasts yet again and mentioned that since there was no way for him to beat the champ, why not give the fans a treat and put the title on the line in this match. Flair was starting to get irate and agreed.

For the first and only time in Memphis Wrestling history the NWA World heavyweight title was defended on the Saturday morning TV show. Flair took an early lead in the match before Lawler mounted an aggressive comeback. Just as things were getting interesting, the 10-minute time limit ran out. Lawler asked Flair for five more minutes and the champion agreed. The King quickly took advantage in the overtime and just as Lawler was about to get the pin, Flair got out of the ring and ran away. Lawler was given a countout win against the champ, but the title can't change hands on a disqualification. Before the show was over, Flair went on to offer a \$10,000 bounty to Jimmy Hart to get Lawler out of wrestling and that was that.

Despite the great build up here for a Jerry Lawler versus Ric Flair NWA World title match, it would not happen in 1982. By the end of the year, Jarrett had brought Nick Bockwinkel and the AWA World title back into Memphis. Whatever deal Jerry Jarrett had with the NWA had fallen through.

Jim Cornette *"The Flair-Lawler TV match was a big deal at the time. It was another of those deals where they shot an angle for Flair to come back and defend at a big Coliseum show, hence the DQ ending. I BELIEVE at least that was one of those times where Jarrett thought he had talked the NWA into putting it on Lawler for a brief time, but something happened and the rematch never took place, and Bockwinkel was back in as AWA Champ by the end of the year.*

"There was some talk about the reason Flair was coming to town was because of the notoriety the Memphis territory was getting because of the Jerry Lawler-Andy Kaufman feud. That had absolutely nothing to do with it. Jarrett was trying for years to work something out to get Lawler even a

short run with the NWA belt. Flair was at that time still booked by the NWA office as champion, not Crockett exclusively as would happen a few years later, so any bookings Flair had were done by the NWA (probably still Jim Barnett at that time, who was good friends with Jarrett). The fact something that they thought was going to happen didn't end up happening was borne out by Flair not coming back for a Coliseum match, and Jarrett going back to the AWA champ just a few months later. Same thing in 1985, when Flair finally came back to Memphis and wrestled KOKO WARE of all people, because they couldn't get a finish with Lawler that was best for Memphis business (i.e., Lawler winning the belt). I think Jarrett or Lawler even addressed this incident at one point in something I read, but since I was just getting into the business right after the TV match, I don't really know the full story."

Kimala and JJ Dillon With the summer ending, and the kids heading back to school, Kimala's reign over the Memphis territory was about to come to an end. Kimala had held the Southern title for the entire summer and had multiple wins over Jerry Lawler, Bill Dundee, Steve Keirn, Stan Lane and King Cobra.

The first card of the month was supposed to have Kimala (with Dillon in his corner) going up against Handsome Jimmy Valiant. Jimmy was coming in from Jim Crockett's Mid Atlantic promotion where the 'Boogie Woogie' man was one of the most popular wrestlers in the whole country. While Jimmy was at the airport waiting on his flight, he passed out and was taken to the hospital.

With Jimmy Valiant out of the Aug. 2 show, the sellout crowd of 11,300 weren't left feeling like they were short-changed because Jerry Lawler and Bill Dundee filled the opening. The new match saw Kimala and JJ Dillon face off against Lawler and Dundee. The good guys ended up getting disqualified but seriously took it to the bad guys. Earlier in the evening, Kimala successfully defended the Southern title with a win over the rugged Dutch Mantell while Jerry Lawler destroyed JJ Dillon in a one-on-one battle.

The second card of August saw Kimala along with JJ Dillon in his corner going up against Jerry Lawler in a 'no time limit, no DQ' match. It took Lawler putting his hair up in the stipulations to get the match signed. The second consecutive sell-out crowd of 11,300 watched this huge battle. Jerry Lawler was finally able to get the Southern title back with a clean win

over Kimala. It was another classic night at the Mid-South Coliseum. It was nights like this one that made Memphis Wrestling legendary.

Also on the Aug. 9 card, JJ's team of the Dream Machine and Jim 'the Claw' Mitchell dethroned the tag champs, Stan Lane and Ron Bass. The attempt to get JJ Dillon out of Memphis had run into a road block. The following week the unthinkable would be required to rid the promotion of the Florida manager.

The Aug. 16 card had a couple of big matches on it. The first big match had Dillon wanting revenge, so he teamed up Kimala and Kendo Nagasaki against Jerry Lawler and Bill Dundee. So severe was the threat from Dillon and his team that personal feuds were set aside for a week. As hard as it was for the fans to understand, for that one week only, personal feelings were set aside for the sake of the Memphis promotion. The most shocking match in a long time saw Jimmy Hart managing Jerry Lawler and Bill Dundee. The crowd of 10,411 was not let down. Lawler and Dundee, along with Jimmy Hart, pulled out the win.

The final big match on that card was a special challenge match between Jimmy Hart and JJ Dillon. Hart was threatened by Dillon's impending takeover attempt of the Memphis territory. Even though Jimmy Hart was still a heel, the fans were cheering him that night against JJ Dillon. Hart ended up winning the match. When the night was over, so was JJ's run in Memphis.

'Today's The Greatest Day Of My Life Lance Russell' With JJ Dillon gone from the territory, Jimmy Hart soon took over as the area's only manager. The first week after running Dillon off, Jimmy Hart was full of himself. It was easy to understand why his often used phrase might actually be true this time, that this was truly a great day for Hart. With JJ gone, Hart picked up Kimala. Within weeks, Hart would put the same paint Kimala had on Plowboy Frazier and call him Kimala II. These two big men formed a large team, but it didn't last very long and Kimala turned into a fan favorite against Jimmy Hart.

Hart's reign as the promotion's only manager would not last long. A young photographer with a smart mouth, wealthy mother and a loaded tennis racket would soon become competition to Hart.

Southern Tag Titles The Aug. 9 card saw JJ Dillon's team of Jim Mitchell and Dream Machine drop the Southern tag titles to Bobby Eaton and Sweet Brown Sugar who were always with their manager, Jimmy Hart.

Eaton and Sugar were really hitting their stride at this point and were considered the top team in Memphis. That would last a few more months.

Bobby Eaton and Sweet Brown Sugar were successful in getting the titles back, but with JJ Dillon now gone, new challengers arose. The first challengers were Steve Keirn and Terry Taylor. On the last card of the month, Keirn and Taylor got the win and took the titles off from Eaton and Sugar. Even without the tag titles, Eaton and Sugar were still the top local team.

Mid-America Title One word describes Bill Dundee in August, and that's 'consistent.' Bill started the month as the Mid America champ, and even though he was involved in some of the JJ Dillon battles, still managed to successfully defend his title against Rick Morton, Bobby Eaton and twice against Dutch Mantell. Bill's last win of the month (over Dutch Mantell) was a vicious bullwhip-on-a-pole match. After the wrestler climbed the pole and got the whip off, they were free to use the whip against their opponent. Bill Dundee and his Mid-America belt was the only title to not change hands in the month of August.

Handsome Jimmy Returns On Aug. 23, Jimmy Valiant finally arrived back in Memphis with a clean bill of health and ready for his match against Kimala. Ever since Jimmy's first run in Memphis (back in 1977), the city and its wrestling fans had always held a special place in Jimmy's heart. Even if the visit was only for a week, the fans loved it when Jimmy came home to Memphis. The fans had a great time watching Handsome Jimmy get a DQ win over Kimala.

Jimmy Valiant "Coming back to Memphis always felt good. The fans accepted me and supported me. I could do no wrong in their eyes once I got over. I could pull whoever's hair that I was wrestling against or hit them with a chair, and when the referee asked me if I did that I would point to the crowd and they would all lie for me. They would tell the ref that Handsome Jimmy didn't pull his hair."

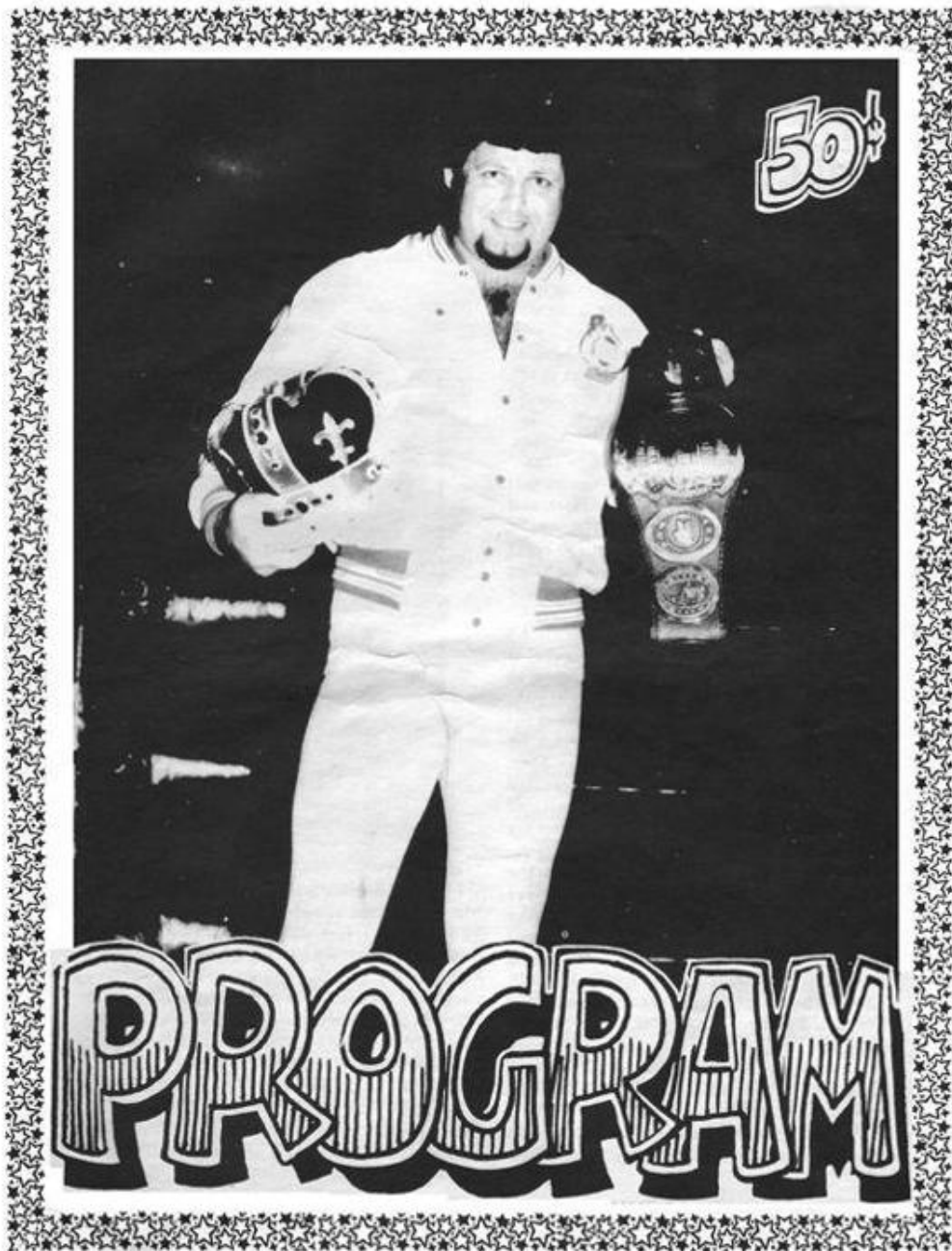
August 1982 Jarrett Promotion Schedule

- Sun Aug 1: Lexington, KY
- Mon Aug 2: Memphis, TN
- Tue Aug 3: Louisville, KY
- Wed Aug 4: Evansville, IN
- Thu Aug 5: Idle

- Fri Aug 6: Idle
- Sat Aug 7: Memphis TV & Nashville, TN
- Sun Aug 8: Idle
- Mon Aug 9: Memphis, TN
- Tue Aug 10: Louisville, KY
- Wed Aug 11: Evansville, IN
- Thu Aug 12: Huntington, TN
- Fri Aug 13: Blytheville, AR
- Sat Aug 14: Memphis TV & Nashville, TN
- Sun Aug 15: Idle
- Mon Aug 16: Memphis, TN
- Tue Aug 17: Louisville, KY
- Wed Aug 18: Evansville, IN
- Thu Aug 19: Forrest City, AR
- Fri Aug 20: Dyersburg, TN
- Sat Aug 21: Memphis TV & Nashville, TN
- Sun Aug 22: Idle
- Mon Aug 23: Memphis, TN
- Tue Aug 24: Louisville, KY
- Wed Aug 25: Evansville, IN
- Thu Aug 26: Idle
- Fri Aug 27: Greenfield, TN
- Sat Aug 28: Memphis TV & Jonesboro, AR
- Sun Aug 29: Lexington, KY
- Mon Aug 30: Memphis, TN
- Tue Aug 31: Evansville, IN

At least three Saturday nights a month, the Nashville show took place. Why wasn't it every Saturday night in Nashville? Usually the fourth Saturday of the month Nashville ran the flea market at the fairgrounds, and Christine Jarrett had worked a great deal to get the fairgrounds for next to nothing during the weeknight the wrestling card would rotate over to. Another month of 29 shows.

Aug 02, 1982, page 1



OFFICIAL PRESS RELEASE

THE KING SAYS: "DILLON IS THE TOP OF MY LIST!"

"By now, anybody who doesn't know who James J. Dillon is has been living in a cave or someplace. Dillon is the man responsible for the people in this area having to put up with Kimala, the Ugandan Giant. Dillon is the man who keeps sending those smirking, self-praising little video tapes that we have to watch on TV every week, and Dillon is the man that is on the top of my list of people I want to drive out of this whole area!

"Now I know a lot of people are saying, 'Hey King, how about Hart? Isn't he tops?' Well, he's tops as far as low life dogs go, but nothing more. No, as bad as I hate Hart, and don't get me wrong in any way, I do hate the punk, Dillon is top priority with me right now. Hard as it is to believe, James J. Dillon has caused me more problems in less time than even Jimmy Hart ever did.

"Most of the fans don't know this, and I really didn't want them to, but I'll reveal it now. Last year, when I first went down to Florida to continue my feud with Terry Funk, J. J. Dillon came to Ringside during one of my matches and while my back was turned, he stole my crown! He took it out the back door, had a bunch of pictures taken, and started calling himself 'King James.' He humiliated me, and I had one heck of a time getting my crown back.

"Dillon is also the man who advises the Funk Brothers, and every time I go to Florida I have to put up with him interfering just like Hart does here, only Dillon's even more trouble because he's an ex-wrestler, and physically he's big enough to handle himself.

"Then he found Kendo Nagasaki, the Black Ninja, and signed him to wrestle me when I went to Florida earlier this year. I had never heard of the guy, and I lost my title to him. I got a return bout up here, and won the belt back. Dillon got mad, sent Kimala up here, and all of a sudden I was naked around the waist again and Kimala was Southern Champion!



"To be honest with you, Dillon and Hart have given me more trouble than any wrestler I've faced. I just don't know how to fight them, because when you break a wrestler's arm or leg, he's out and gone. I broke Hart's leg, and he just gave orders from a hospital bed. It doesn't matter if a manager's hurt, he doesn't have to be 100% physically to give orders or hit someone with a cane. Sure, if I beat Hart or Dillon up it's satisfaction for me mentally, but it doesn't solve the problem. But I promise you, one way or another, whatever it takes, I'll get rid of Dillon—THEN it'll be Hart's turn!"

**Memphis, Tenn.
Monday, Aug. 2nd**

**Southern Heavy Weight
Title Match**

Kimala

-vs-

Handsome Jimmy Valiant

No Time - No D.Q.

No Stopping The Match

Jerry Lawler

-vs-

James J. Dillon

Mid America Heavy Weight

Title Match

Bill Dundee

-vs-

Rick Morton

**Bobby Eaton &
Sweet Brown Sugar**

-vs-

**Terry Taylor &
Bobby Fulton**

Dutch Mantell

-vs-

The Enforcer

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Lawler, Dundee win

Jerry Lawler and Bill Dundee defeated Kimala and James J. Dillon by disqualification in a special added match in this week's professional wrestling card before 11,000 at the Mid-South Coliseum.

In other matches last night, Bill Dundee topped Rick Morton; Kimala was by disqualification over Dutch Mantell; Mantell subdued the Enforcer; Bobby Eaton and Sweet Brown Sugar whipped Terry Taylor and Bobby Fulton; and Lawler stopped Dillon.

"Herdie" Jimmy Valiant, who was scheduled to meet Kimala last night for the Southern Heavyweight championship, missed his bout due to illness. Gray Coffey, a Memphis wrestling official, said Valiant is listed in serious condition today at Presbyterian Hospital in Charlotte, N.C., after collapsing in Charlotte's airport while waiting to go to Memphis.

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**CONDREY AND AUSTIN
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BASS AND LANE—THE ODD COUPLE

One of the most unlikely duos that have worn the Southern Tag Team Championship Belts are the team of Stan "The Man" Lane and "Outlaw" Ron Bass. Their styles are as dissimilar as night and day, yet you can't argue with success, and that is what they've had.

"Man, I don't know what to say" Lane said. "Tell ya the truth I didn't think it would work either, but Ron had faith, we worked out some, put it together in the ring, and came out with the belts. All I've got to say is it sure is good to look over at that corner when I'm in a tight spot and see a man as big as the Outlaw waiting to tag in."

"That's right Stan" Bass said. "You know I always had faith in "The Man" here. I mean though, anybody would be good with me in the corner, let's face it, but Stan and myself together are fantastic. Together we cover it all—he's got the speed, I've got the fists and feet. He's got the finesse, I'm a bull in a china shop. We've got it all, and we're good enough to keep it all for a long, long time to come!"

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Hurry Starts August

DUTCH MANTELL— FED UP!

After a recent series of events, Dutch Mantell is an unhappy man. He is disconcerted, perhaps even disgusted, and looking for a way to regain his lost honor and capture a little revenge for wrongs done him by one man in particular—Bobby Eaton.

We asked Dutch to make a statement, and this hostility came out.

"Let me say this, I'm sick and fed up with the whole situation over the Mid-America Title and a few other things. Earlier this year, I had my Mid-America Title stolen by Bobby Eaton. If Lawler can call the Southern Title his Belt, then I can the Mid-America Title mine because I've yet to lose it fairly.

"I left this area for several weeks, I went home to Texas to think, and ask myself what I should do. I value other people's advise when they agree with me, but I make my own decisions and I made one one night while I was down at Billy Joe's Last Chance Saloon in Oil Trough with a bar girl on my lap. I pushed her off in the floor, I packed up my tights and my whip and I hopped a plane right back here. And all the while, I was thinking about getting the Title and some payback from Bobby Eaton.

"When I got back, what did I find but the King Cobra wearing my belt and Bobby Eaton none to anxious to say hello to me. Well, Cobra and I had problems, but I won the belt, he's a good man, and I've got no trouble with him now.

"No sooner had I finished my victory cigar than Bobby Eaton, with a whole lot of help from his friends, STOLE, not won but STOLE that belt right away from me. Everybody that saw it knows that's true. I may be a few things some people might not like, but a crier, and a liar are not two of them. I don't cry when somebody beats me legal, and I don't lie about the way I lose.



"Bobby Eaton flat out refused to give me a rematch. The one chance I had to get him in the ring, right on TV, I had goaded him into it, and Steve Keirn, a man I thought was my friend, butted in and wouldn't let it go on. Even if it was his match that day, a true friend wouldn't let the way Eaton got that belt stand. The only reason he wouldn't let me go in there is because he's got a stinkin' attitude. Well that's fine, I hope Steve Keirn needs a favor sometimes.

"I may now never get a shot at the Mid-America Belt, but now even more important to me is paying Bobby Eaton what he's due. I promise you, whether it's my fist, or the whip, Bobby Eaton will feel something. He won't like, that's for—sure!"

Aug 09, 1982, page 1



JAMES J. DILLON IS A LIAR!

"That's right, you idiots read right, if you can read! James J. Dillon is a liar, he's a bold-faced, broken-down, gap-toothed liar! I'm sick of taking a back seat to a man so old his social security number is three! All I hear anymore, everywhere I go, is "Oh Jimmy, Dillon's in town! Oh, Jimmy he's a big time manager from Florida! Oh, Jimmy, he's been in wrestling 20 years!" Well all of that is exactly right! He's in town, because he rode in on the back of a poultry truck, he's the manager of a Shell station in Tallahassee, and he has been in wrestling 20 years, setting up the ring and selling popcorn!"

"I am, and I always will be, the number one manager in this area. Now just because this guy comes in here everybody thinks I'm losing my grip. Wake up, people! This is 1982, not 1962! Rock and roll is here to stay, and so is Jimmy Hart. J. J. Dillon is from the big band era, man, he's last week's newspaper. Just because he's got a little money he's hung on in this sport way past his mandatory retirement age, and the man hasn't had a new thought in 12 years!"

"Jimmy Hart and the First Family revolutionized professional wrestling. We're young, we're up-to-date, we're the wave of the future. Just because a guy like Dillon has a name and a reputation doesn't mean he can still cut it! Joe Dimaggio has a big reputation, but put him out on a ballfield today and he'd have a heart attack. That's where Dillon ought to be, selling Mr. Coffees and sitting on the porch back down in Sun City, Florida changing the batteries in his pacemaker and watching his denture cleaner foam up!

PAID ADVERTISEMENT
FROM JIMMY HART



"I just wanted to smarten you people up, that when Dillon says HE is the greatest manager in the world, he's a liar! An old, alcoholic, whiskey-stained liar! NOBODY will ever take my place baby, least of all James Dillon. He might have been something before electricity, but not now! He's a liar, and one of these days I might have to prove it!"

Mon. Aug. 9, 8:00 P.M.
MAIN EVENT
Southern Heavy Weight
Title Match

No Time Limit - No D.Q.

No Stopping The Match

JERRY LAWLER'S HAIR -vs- THE
SOUTHERN HEAVY WEIGHT TITLE

Jerry Lawler

-vs-

Kimala w/James Dillon

Mid-America Heavy Weight
Title Match

Bill Dundee

-vs-

Bobby Eaton w/Jimmy Hart

Southern Tag Team
Title Match

Ron Bass & Stan Lane

-vs-

The Dream Machine &
Jim (The Claw) Mitchell
w/James Dillon

Steve Keirn

-vs-

Dutch Mantell

*The Winner To Get Mid-America Title Match

8 Man Elemination Tag Match
No Partners - Winner To Get
Southern Heavy Weight
Title Match

Angel - Bobby Fulton - Norvell/Austin

Carl Fergie - Dennis Condry

Terry Taylor - King Cobra

Sweet Brown Sugar

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Lawler Captures Crown

Jerry Lawler claimed the Southern heavyweight title — and avoided having his hair shaved — by defeating Kimala last night in the featured wrestling event before a crowd of 11,300 at the Mid-South Coliseum.

In other championship activity Bill Dundee retained his Mid-America heavyweight crown by beating Beautiful Bobby Eaton and The Dream Machine and Jim 'The Claw' Mitchell teamed to take the Southern tag championship by beating Ron Bass and Stan Lane.

Carl Fergie was victorious in the eight-man elimination tag match. The battle between Steve Keirn and Dutch Mantell was stopped after 24 minutes 59 seconds because neither wrestler could get into the ring following a count of 10. The referee ruled no contest.

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TERRY TAYLOR!

One of the brightest newcomers to our area is sensational Terry Taylor, the young Florida star who has made quite a name for himself in his few short years as a professional.

Terry is a good-looking, likeable man with great natural athletic ability and a long background in amateur sports. He has only been appearing in the area for a few weeks, but has already gained a great local following to add to his scores of fans nationwide.

Terry has appeared in many of the top wrestling areas in his career. After starting out in his home state of Florida after wrestling there for some time, he travelled to Knoxville, Tennessee in early 1980, and soon captured the Southeastern Heavyweight Title there.

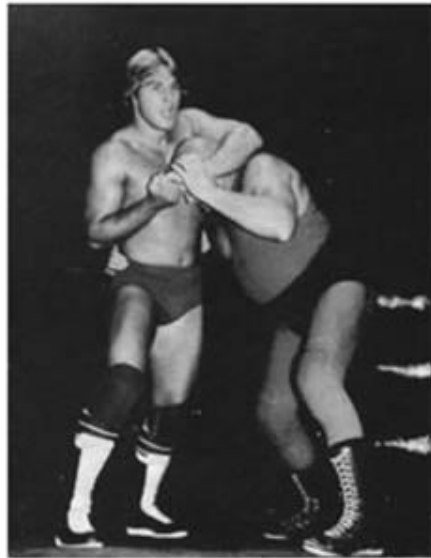
Moving again, he began wrestling in the Georgia area and gained a lot of recognition by way of cable TV, spending 6 months of 1980 in the peach state, Taylor defeated stars of the calibre of Eddie Mansfield, the great Mephisto, Terry Gordy, and won the National TV Title in a tournament in the Omni, defeating Bob Armstrong and Ken Patera in one night.

In January 1981, Terry began a 6 month tour of the central states, winning the area's TV Title and co-holding the Central States Tag Title while there.

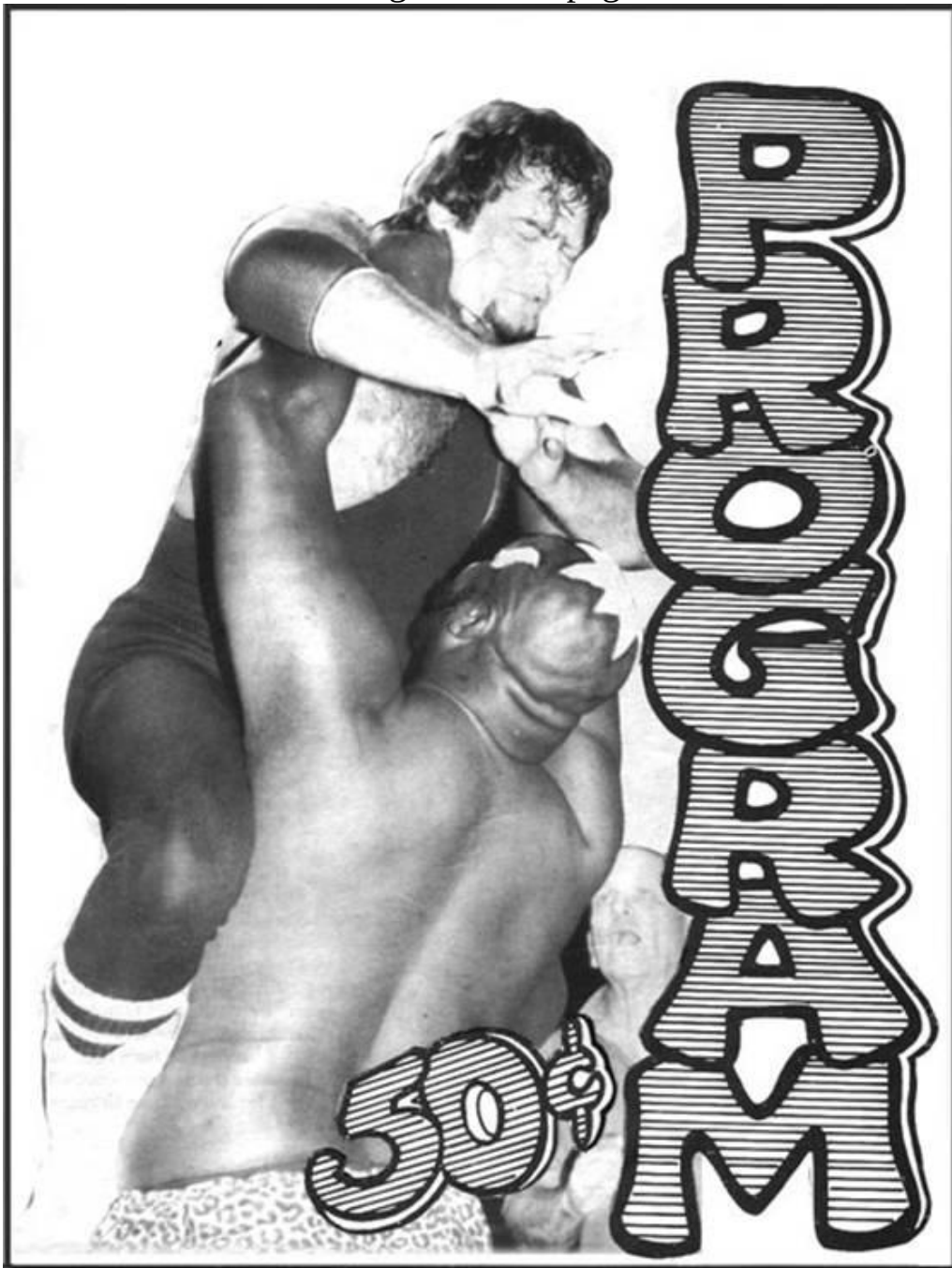
Going back to Knoxville in June 1981, Taylor scored the biggest win of his barely two-year-old career by defeating Les Thornton for the NWA World Jr. Heavyweight Title, and becoming the youngest man ever to wear the belt. Terry defeated Thornton again in a rematch before finally losing the belt back to the Englishman. While still in Knoxville, Taylor handed the huge 340 pound Big John Studd one of the Giant's rare defeats.

Since then, Taylor has competed in the Mid-Atlantic area and again in Florida, before coming here.

Terry has quite an impressive record, and although the competition in this area is rougher than ever, we're sure he'll encounter nothing but success.



Aug 16, 1982, page 1



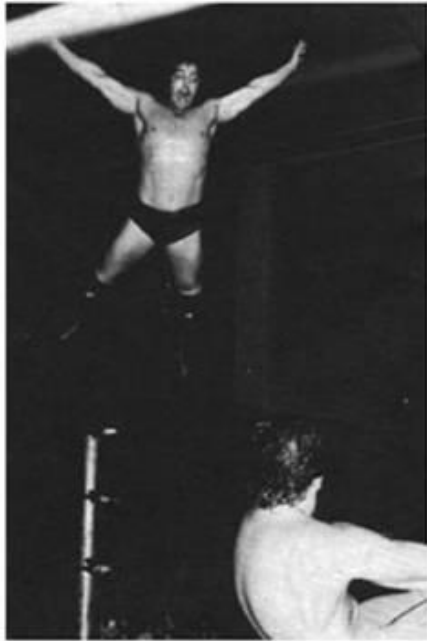


BILL DUNDEE— SOLO SUPERSTAR!

After winning the belt in an exciting confrontation with Beautiful Bobby Eaton on television several weeks ago, the "Superstar," Bill Dundee, holds firm on his grip on the Mid-America Heavyweight Championship.

Bill has always been a great single wrestler as well as member of many top tag teams, and in the past Dundee has held the Southern Heavyweight Title several times and also the U.S. Junior Heavyweight Belt. But in the recent past Dundee had held no single belts, and that is just one more reason why the Mid-America Title is so welcome to him, namely the chance to show he's tops in the ring whether with a great partner or by himself.

At our press time, Bill had given former Champion Beautiful Bobby Eaton several cracks at getting back the belt, but Eaton's attempts and underhanded tactics have fallen short. Perhaps Eaton's good friend, tag partner and fellow Family member Sweet Brown Sugar will be the next to challenge Dundee, since they recently had a long, bloody feud. Either of the team of Dennis Condrey and Norvell Austin have the talent to give the Superstar a rough go, or even James J. Dillon may decide to send one of his men after the title. Only time will tell, but whoever makes the challenge, Dundee, the Superstar AND Mid-America Heavyweight Champion will do his best to turn back each challenger as he has in the past few weeks. He may hold the belt for a long time to come.



8:00 P.M.

MAIN EVENT

Kimala (The Uganda Giant) &
Kendo Nagasaki
w/James J. Dillon

-vs-

Jerry Lawler & Bill Dundee

James J. Dillon

-vs-

Jimmy Hart

**Southern Tag Team
Title Match**

Jim (The Claw) Mitchell &
The Dream Machine w/Dillon

-vs-

Sweet Brown Sugar &
Bobby Eaton w/Hart

8 Man Tag Team Match

Dennis Condry

Norvell Austin

Angel - Carl Fergie

-vs-

Dutch Mantell - Ron Bass

Stan Lane - Steve Keirn

Ron Bass -vs- The Angel

Stan Lane -vs- Carl Fergie

Norvell Austin

-vs-

Steve Keirn

Dutch Mantell

-vs-

Dennis Condry

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Sugar, Eaton capture tag title

Sweet Brown Sugar and "Beautiful" Bobby Eaton captured the Southern tag team title from "The Claw" Mitchell and the Dream Machine in the featured match of last night's wrestling card at the Mid-South Coliseum before a crowd of 10,411.

In other action, Jerry Lawler

and Bill Dundee defeated Kimala and Kendo Nagasaki; Jimmy Hart knocked off James J. Dillon; Dutch Mantell, Ron Bass, Stan Lane and Steve Keirn triumphed over Dennis Condre, Norvell Austin, Carl Fergie and The Angel; Bass defeated The Angel; Lane outlasted Fergie; and Mantell and Condre fought to a draw.

Aug 16, 1982, page 4



PHOTO FEATURE— THE KING IS JAMES J. DILLON



COMING! RIC FLAIR!

The whole wrestling world is buzzing with excitement over the recent announcement that the NWA World Heavyweight Champion,

"Nature Boy" Ric Flair, intends to enter our area. This will mark the first time in almost five years that the NWA World Champion will defend the Belt

Continued on next page.



Coming! Rick Flair! Continued from preceding page

in our area, and the man that currently holds that belt, Ric Flair, just happens to be the most controversial and flamboyant champion in the history of the title.

There is probably no wrestling fan that has not heard of or seen the Nature Boy. He is probably the most famous man in the sport, and he has held previous regional and national titles by the truckload. In his career he has defeated nearly every one of the best wrestlers in the world, and his defenses of the NWA Title have taken him to Japan, Canada, Australia and all over the United States. His schedule since defeating Dusty Rhodes for the belt on September 17, 1981 has been a busy one, but for Flair, a man literally born with a silver spoon in his mouth, the jet age is something to thrive on.

There are literally dozens of great wrestlers in this area, and many of them are eager for a chance to dethrone Ric Flair. Bill "Superstar" Dundee, Dutch Mantell, Steve Keirn, Stan Lane, "Outlaw" Ron Bass, Bobby Eaton, Sweet Brown Sugar, Dennis Condrey, Norvell Austin, and of course the Ugandan Giant, Kimala, are all men who are deserving of a title match. But one man stands out in our minds as a threat to Ric Flair, simply because he is the reason no NWA Champion has ventured to our area in so long—Jerry "The King" Lawler.

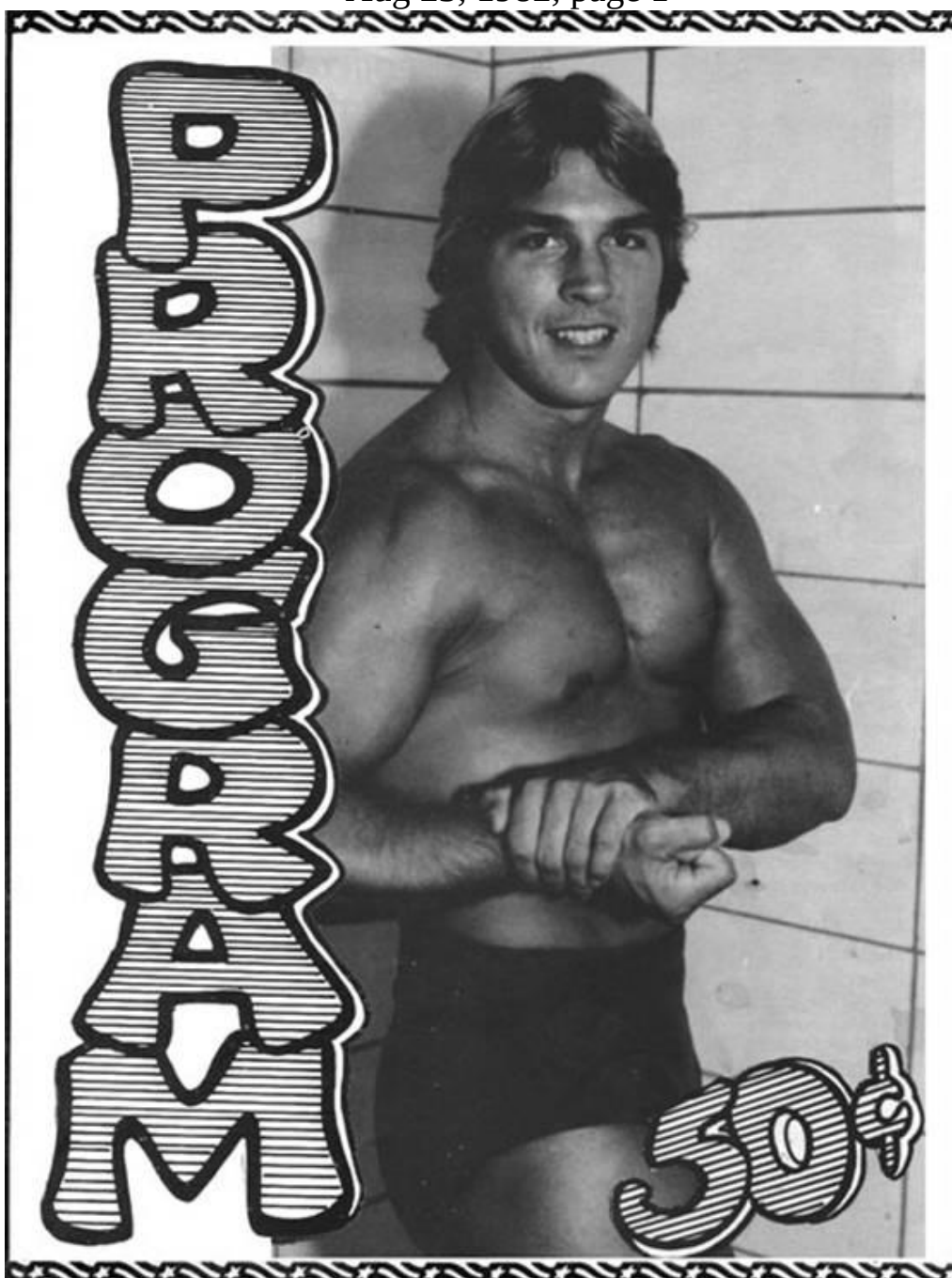
In Lawler's career, he has had several chances at the World Title. In 1974 he mounted an incredible campaign to become number one contender, then met the champion at

that time, Jack Brisco, in a classic match which saw the King actually win the belt, only to lose it when the decision was reversed. In 1976, he went to an hour draw with Terry Funk, and in 1977 he did the same with Harley Race. In each case, each man vowed never to defend the belt against Lawler again.

With Race holding the belt the next several years, Lawler went after the AWA Title held by Nick Bockwinkle, because Harley refused to meet the King again. Bockwinkle saved his title by disqualification once, then in a rematch they went to an hour draw. Then Bockwinkle vowed never to meet Lawler again. It's interesting to note that while the King has never been pinned in a World Title match, he holds victories by pinfall over Jack Brisco, Terry Funk, Harley Race, Dory Funk, Jr. and Tommy Rich, all ex-NWA Champions, either before or after they held the belt.

Now, with Rick Flair breaking the vow of the NWA champions never to return to this area, one wonders if he will put the belt on the line against Lawler. The world title is the only goal in the King's career he has not reached. And if past history holds true this may be his last chance, with the effect Lawler has on world champions, if he gets a chance at Flair it may be only once. We tried to get a comment from Lawler but he could not be reached before our press time, could it be he just doesn't want to scare Rick Flair off?

Aug 23, 1982, page 1





POINT: DUTCH MANTELL

"I've recently come under a lot of criticism for what amounts to standing up for myself. This whole area's gone crazy, Hart and Lawler back together and then apart, Carl Fergie joins the Family, the Dream Machine leaves it, Ric Flair losing Title matches on TV and signing checks like a forger with poor judgement, and people are hot at me for standing up for myself. It's sure as blazes for certain that nobody else is gonna do it!"

"I was done out of the Mid-America Title quite some time ago and I've yet to be given one chance to right that. Bobby Eaton wouldn't step into the same county with me if the belt was on the line and now Bill Dundee evidently thinks just because we've been friends he doesn't have to wrestle me. Well, that isn't the way it goes, because to me a champion isn't worth anything if he doesn't defend the belt against ALL the challengers, not just the ones he doesn't like."

That belt is more important than ever before, because Ric Flair's coming back soon carrying the belt around his waist that's worth \$500,000.00 a year and a lot of pride. If the Southern Champion should not be able to make the match, the opportunity would fall to the Mid-American Champion. And anybody who thinks I shouldn't get a crack at that can step up and discuss it with me to my face. That's all!"

POINT—COUNTERPOINT DUTCH MANTELL AND BILL DUNDEE



COUNTERPOINT: BILL DUNDEE

"Dutch Mantell is right about one thing—the whole area's goin' crazy, and most of it is because of money. Well, I think he's gone a little nuts in the head too. He's talked a lot of honor, well jumping me on TV is not the most honorable thing I can think of. It's not my fault he lost the belt. Maybe he was cheated, but I've been cheated before, and so have a lot of others. It's nothing new."

"I've got the Mid-America belt now, and I plan on keepin' it. I wish Jerry Lawler all the luck in the world, but if something does happen, if for some reason he or whoever's got the Southern Title at the time can't wrestle Flair, then it would come to me. I can think of just as many uses for \$500,000.00 a year as Dutch Mantell or anybody else, and to feel that NWA Belt around my waist would heal a lot of years of bumps and bruises. I'm content with the way things are now."

Memphis, Tenn.
Mon. Aug. 23
8:00 P.M.

"Summer Show Down"
FOUR MAIN EVENTS
Last Main Event

Handsome Jimmy Valiant
-vs-
Kimala

3rd Main Event
Southern Heavy Weight
Title Match
Jerry Lawler

-vs-
Carl Fergie w/Hart

2nd Main Event
Grudge Match
Bill Dundee

-vs-
Dutch Mantell

1st Main Event
Southern Tag Team
Title Match

Sweet Brown Sugar &
Bobby Eaton w/Hart
-vs-

Ron Bass & Stan Lane

Steve Keirn

-vs-
Norvell Austin

Bobby Fulton

-vs-
Dennis Condry

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REED'S
PHOTOGRAPHY

Lawler keeps title

Jerry Lawler still reigns today as the Southern heavyweight champion, defeating Carl Fergie in one of the main events of the weekly professional wrestling card at the Mid-South Coliseum.

In other bouts last night before 8,881, Bill Dundee won by disqualification over Dutch Mantell, Sweet Brown Sugar and Bobby Eaton remained the Southern tag-team champions by beating Steve Keirn and Terry Taylor, Stan Lane pinned the Enforcer, Dennis Condry defeated Bobby Fulton and Jimmy Valiant won by disqualification over Kimala, the Ugandan Giant.

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\$10,000.00—

THE PRICE OF THE GOLD!

In a stunning development just a short time ago, Jerry "The King" Lawler goaded "Nature Boy" Ric Flair, the NWA World Heavyweight Champion, into an unscheduled title match on "Championship Wrestling" on TV, and proceeded to send Flair running from the verge of defeat to the safety of the dressing room clutching his precious "10 pounds of gold," where he was counted out of the ring!

As a result of this match, Jerry Lawler is claiming the NWA World Heavyweight Title, and Ric Flair has placed in the hands of Jimmy Hart a personal check for \$10,000.00 if Hart can guarantee Flair will never have to wrestle Lawler again.

Ric Flair will be returning to the area in the near future to defend the title against the top contender, the man wearing the Southern Heavyweight Title Belt. He does not want that man to be Jerry Lawler. He has empowered Hart to bring into the area whomever he feels is capable of knocking Lawler off the throne by the time he returns. Hart has tried this before, but the added cash flow from Flair could give him a far, far better chance of contracting a top star for the purpose. With that much money dangling in front of him, Jimmy Hart will search to the ends of the earth for a man to help him collect it.

No matter what the odds, Lawler swears he will wrestle Flair again, but it will be interesting indeed to see what occurs in the weeks to come.





THE KING SAYS: "I USED HART!"

After getting Jimmy Hart's slightly onesided view of the reunion between he and Jerry Lawler, we went to the King to get his statements on that subject and also his incredible defeat of NWA World Heavyweight Champion "Nature Boy" Ric Flair in a TV match. This is what Jerry had to say:

"It's plain and simple—I used Hart, that's all there is to it. He's used so many people for so long. I figured it was time he got some of it back. Ric Flair was coming to town, and he always defends against the number one contender. In this area that happens to be whoever holds the Southern Heavyweight Title. Well, as bad as Hart wanted Dillon out of the way, there's no way on God's green earth he wanted it as bad as I wanted my title back, now more than ever."

"So I used Hart to get it back. Wrestling Kimala was hard enough, but I still thought I could have beaten him each time out if it weren't for Dillon and his assistant running

around interfering. Well, I fight fire with fire, and one pile of horse manure stinks as bad as the other, so I just had one pile in each corner and the smell from each cancelled the other out. That's all there was to it, and now I've got my title, and Hart's on my list again. He's done nothing but get himself in deeper than ever by agreeing to collect this bounty."

"Which brings me, finally, to a guy named Ric Flair. Ric Flair just happens to hold my life in his hands, or should I say around his waist. The World Title is my life, the only goal I haven't reached in my career, the one thing I have based my career on trying to obtain. The NWA Belt is by far the most prestigious, the most coveted belt in wrestling. I've chased the NWA Champions for close to 10 years, and each time I've wrestled one he's vowed never to meet me again."

"It seems Flair isn't quite as spineless as the others. He's still agreed to return here and defend the belt against the top contender. He just doesn't want it to be me, and he's put \$10,000.00 in Hart's hands so it won't be. Well, I got news for both of 'em. I don't care if I have to go hand-to-hand with King Kong, nobody's gonna stop me now. I'm going to win the World Heavyweight Title for myself, and for the people of this area. This may be my last chance, and I'm gonna make it count!"

HART'S LAST LAUGH!

Certainly by now everyone knows of the unexpected and sudden reuniting of Jimmy Hart and Jerry "The King" Lawler, and the mixed results it produced. There are two sides to every story, and such it is in this case. Each man has a different reason to be happy in this matter, and although Hart's is a little less based on facts than Jerry Lawler's, we let him have his say here:

"By now, the dancing in the streets is over and the people have let the winds have their gutters back, and all the fans are snug in their beds with smiles on their faces because their "King" has his title back. What a lot of people are neglecting to mention is that I won the title for Lawler, and by doing it I proved one more time that I'm the greatest manager in the sport.

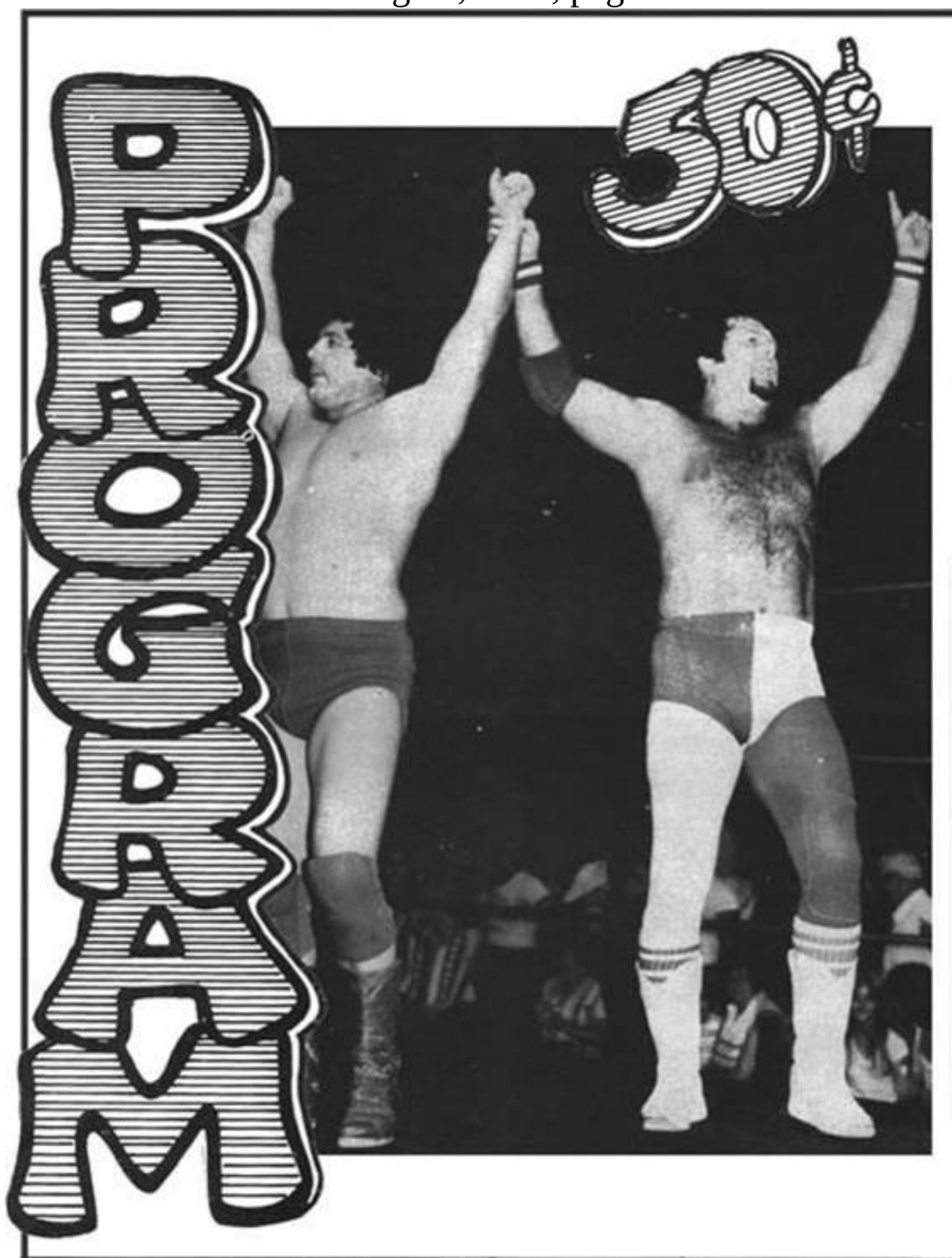
"See, old Lawler didn't realize that by letting me help him win the belt, it just

proved that he couldn't do it without me. Any wrestler, no matter how good he is, is just that much better with me in the corner. I've been saying it all along, it just took this to make people realize it. But I didn't do this out of charity alone, because I give enough to charity when I buy Girl Scout cookies. I did it to show James J. Dillon that he's an old wrinkled bag of hot air, and he'll NEVER get one up on me. I defeated his Ugandan Giant like a punctured balloon, baby, and I did the same thing to Dillon's ego at the same time, so I had the last laugh on Jerry Lawler."

"One more thing, and this is about the Dream Machine. Dreamer, evidently nobody ever told you, "don't talk to strangers!" When you run out on a Family, it's a sad thing. When you run out on MY Family, it's a BAD thing. I wasn't getting you any matches because I had more important fish to fry, now, you're gonna have to hear my last laugh on you. Like my good friend and fellow hit record star Aldo Nova says, "Life is Just a Fantasy." YOUR fantasy, and your career, is getting ready to come to a well-deserved "squeechin' halt!" and when it does, I'll be responsible!"



Aug 30, 1982, page 1





SUGAR AND EATON— MEANER THAN EVER!

Whether you care to admit the fact or not, Sweet Brown Sugar and Beautiful Bobby Eaton are one of the greatest teams in the sport today. Super athletes, exceptional wrestling ability, slick teamwork, it's all there. But the reason that many people don't care to admit this is a simple one—Sugar and Eaton also happen to be two of the most arrogant, loud mouthed punks in the sport as well.

They have displayed these characteristics and dozens of other unfavorable ones for the entire time they've been in the area. But since winning the Southern Tag Team Championship just a few weeks ago, they have put very ounce of effort they can muster into making their former selves look like boy scouts. The reason for this—gloating, pure and simple, everyone had written them off as being able to hold onto the Southern Tag Belts since their short reign several months ago, and now they are so anxious to rub people's noses in their success that they have begun using tactics disgusting even for them, and if they

aren't careful could result in their losing the belts by being suspended.

Sugar and Eaton are almost kamikaze—type wrestlers, in that they throw themselves into an attack with such force that a missed move or mistake could spell their own defeat and destruction. They do this simply because they want to taunt the fans with their ability and at the same time try to injure their opponents as seriously as possible. Yet when on the receiving end of punishment, Sugar and Eaton are not quite so brave, and often head for cover while Hart tries to tell them how to pick up the pieces. In this respect they resemble bullies who like to throw their weight around only when they have the advantage.

With the reprehensible tactics they are now using, the gloating over having the belts, and the presence of Hart in the corner, Sweet Brown Sugar and Beautiful Bobby Eaton may reach their goal of being the longest reigning tag champs in history.

**Memphis, Tenn.
Monday, Aug. 30**

Back To School Special!!!
Children Under 12 Free to Gen. Adm.

**Southern Heavy Weight
Title Match**

Jerry Lawler

-vs-

Kimala w/Jimmy Hart

Pole—Bull Whip Match

Bill Dundee

-vs-

Dutch Mantell

**Southern Tag Team
Title Match**

No Time - No D.Q.

**Sweet Brown Sugar &
Bobby Eaton w/Hart**

-vs-

Steve Keirn & Terry Taylor

**W.W.A. World Tag Team
Title Match**

Steve Regal & Spike Huber

-vs-

Dennis Condry & Carl Fergie

Stan Lane -vs- The Angel

Buddy Landell

-vs-

The Dream Machine

Bobby Fulton -vs- The Enforcer

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Lawler beats Kimala

Jerry Lawler is keeping his Southern heavyweight title. Lawler whipped Kimala by disqualification in the featured match at the Mid-South Coliseum last night before a crowd of 5,845.

Other results: Carl Fergie stopped Bobby Fulton; Dennis Condry and Robert Gibson battled to a draw; in the WWA World Tag Championship match, Steve Regal-Spike Huber retained their title against Buddy Landell-Mike Graham when Regal and Graham were both counted out outside the ring; new Southern Tag Team champions were crowned when Steve Keirn-Terry Taylor beat Sweet Brown Sugar-Bobby Eaton; and Bill Dundee kept his win streak alive by defeating Dutch Mantell.

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FAMILY FEUD!



The situation between Jerry "The King" Lawler and Carl Fergie, his cousin, has reached the point of no return. After Jimmy Hart succeeded in luring Fergie into the Family, he so poisoned Carl's mind against The King that it is doubtful they will ever have a normal family relationship again.

Evidently the first thing Hart did upon convincing Fergie to join The Family was go off on a tirade against Lawler, telling Fergie that Lawler had made efforts to keep Carl's career "on hold," so to speak, so that The King would not be overshadowed by a member of his own family. Fergie took to this reasoning quickly, perhaps anxious to look for any excuse besides his own failings for the fact that he had not had as much success as Lawler.

Now, Lawler is fed up with trying to reason with Fergie. Carl is hoping to help Hart collect Ric Flair's \$10,000 bounty by dethroning Lawler as Southern Heavyweight Champion, and Hart is ecstatic over having put another irritating pebble in the King's wrestling boot.

"I'll tell you what it is," The King said. "Fergie hasn't made it on his own, so he jumped at the bait when Hart told him I'd been keeping him down, that's bull!"

"I never did one thing to hurt Carl's career, and I didn't help him either. I thought he should do it on his own. Well now I'm ashamed he's part of my family, and I don't consider him that anymore. I didn't want to fight him at first, but now I feel the same about him as any other opponent!"

"Man!" Hart squealed when we contacted him. "I ought to change my name to Richard Dawson! Nothing I love better than a family feud, especially when it'll help out MY Family! When Fergie helps me collect that bounty, I'll buy all my men a bottle of aftershave or some other nice gift!"

"That's right," Fergie echoed. "Jimmy's always thinking of nice things to do for us. But my dear old cousin Lawler never did nothing for me. All he did was try to keep me down, I know that now cause Jimmy told me. I'm gonna show everybody just who the top guy in our family is, then I'll be tops in the First Family too!"

•

Chapter 9: Sept 1982

Jim Cornette Becomes a Manager

Where do you start on Jim Cornette? For nearly 30 years, Jim has been on one of wrestling's biggest, loudest stars. While not all of his talents are seen in front of the camera, Cornette is one of the last great brains in wrestling.

In the 1970s, Jim got his start as a photographer in the Jerry Jarrett Memphis promotion. His mouth and mind would get him a job in the business that he loved so much. Jim would go on to be one of wrestling's most well known and respected managers. Jim's talents in booking were legendary as well. Jim made an impact in every promotion he ever worked in—Memphis, Mid-South, World Class, NWA, WCW, WWF, TNA, ROH and his own Smokey Mountain Promotion. Jim Cornette is the bridge between wrestling's classic era and the later, post-kayfabe era. There's nowhere Jim hasn't worked or excelled at. He truly is a legend of the sport he loves so much.

Jerry Jarrett "My mother and Jimmy's mother were great friends. Jimmy had a passion for the wrestling business and took thousands of pictures at the matches. My mother asked if I would let Jimmy start coming to Memphis television. I figured if someone loved wrestling enough to drive from Louisville, Ky., to Memphis, Tn., then I certainly should allow them to come take a few pictures. Well, to be honest, I can't ever remember telling my mother no, so her request kind of sealed the deal. Someone surely told Jimmy that if he just kept talking and never let up, he would go far in life because Jimmy never quit talking about wrestling from the moment he walked into the studio until the moment he left.

"Jimmy was surely in hog heaven. He talked to any wrestler, any referee, and any cameraman or studio crew member he could corner. One Saturday morning I was having a cup of coffee with some of the boys in the studio break room. Jimmy was holding court at the next table. I listened to Jimmy go on and on about his mother, his school, his home, his pictures, his everything for about 30 minutes. I commented, 'This guy gets more heat in the break room than most heels get after being on television for months.' Again this comment was the beginning of a long and successful

relationship. A week or two later when Jimmy was about to launch his managing career, he asked what he was to say. I replied, 'Jimmy just be yourself and the fans will want to kill you.' Jimmy became one of the best managers ever in this business and more. He had a great mind for this business and excelled in every area he tried."

Jim Cornette "As far as becoming a manager, when I came to Memphis TV on Aug. 14, 1982, to shoot the Lawler-Flair TV match, right at the end of the show, Jerry Jarrett tapped me on the shoulder and said he wanted to see me. I was afraid I had heat! Going back into one of the little offices, he said, 'My mother tells me you're smart to our business.' I had never actually come out and told her either, but she knew. Jerry proceeded to tell me that he had the idea to make me a manager with the old Playboy Gary Hart 'rich mother' gimmick, leaving unsaid, 'Just not the Playboy part.' He asked if I was interested, and of course I was so flabbergasted I could barely mumble 'YES!!' He said it would turn my mom heel too, so I should talk to her and make sure it was OK, and if so, let him know and be at TV the next week in a suit. "Of course, she knew how big a deal this was for me, and told me it was OK as soon as I asked her. I went out and bought a suit, and showed up the next week as asked, to do my first promo. I was scared pea green for the first several weeks, but as I did a few TV shows and people started giving me a few compliments, I got a little more comfortable, but as my Rookie Year DVD will show, the first few months' worth of stuff is still a little hard for me to watch, at least for my performances. I just tried to do everything Dundee, Jerry or anybody else told me. Jimmy Hart and Troy Graham were big helps to me as well, and Frank Morrell was a great help later in Georgia."

Dave Brown "I knew Jimmy Cornette when his mother would bring him down from Kentucky to the Memphis show on Saturday mornings to take photographs. I personally heard Jerry Jarrett make the comment that if Cornette aggravated him that much, then he should be able to get the fans in an uproar. I hate to say it, but it's true—Jimmy was an annoying kid, he even looked annoying. Part of the reason was he was completely determined to have some success, to do what he wanted to do. Jerry Jarrett saw that and was able to capitalize on it when he turned him into a manager. I remember his first wrestling gigs, Cornette would come in with this double-breasted navy blue blazer and a tennis racket. Of course the tennis racket would become legendary. Jarrett had Jim dressed up as this preppy

guy that acted like he was better than everyone else, was from a well-to-do family and didn't want to talk to the wrestling fans. You've got to give this to Jimmy Cornette, he took that and ran with it and was very successful. Yet another masterful piece of casting carried out by Jerry Jarrett. I think Jarrett was great at that."

Jerry Calhoun "Jimmy had a great gimmick in that he had a rich mother who would buy him anything and that he was a spoiled brat. He soon added that tennis racket to the mix. He quickly turned into a great manager."

Dutch Mantell "I was the first guy Jim Cornette ever managed. I think the first person Cornette ever managed was Sheri Martel. I remember that interview I did with him where I told him the people didn't like him because they didn't know a lot about him. I ended up tearing a photo and firing him on TV. It was a great old angle."

"I knew Jimmy when he was a kid. He was a friend of mine before he got into the business. Jim was a helluva photographer to be honest with you. What makes some guys better than others in this business is the simple fact some guys are just better at it. He studied it and knew what to do. Some guys excel and some don't. Jim excelled."

James Beard "I am one of those guys who really likes Jim Cornette. I have worked with him a few times and always got along with him. Jimmy is a very opinionated, hard-core type guy and he is anything but politically correct. But, he is a very talented and creative guy who was absolutely masterful in guiding, what I believe, was one of the best tag teams in the history of the business [the Midnight Express]. Those guys were absolutely perfect together, whether it was Eaton and Condrey or Eaton and Lane. Jimmy was the perfect complement to them in either combination. Also, I believe Jimmy had a great creative mind and did some things in Smokey Mountain that were fabulous. That promotion was one of the better booked promotions I have ever seen for the most part. Jimmy had help, but he was smart enough to know who to listen to."

As Jim Cornette was now a manager in Memphis, he made his first pitch to a wrestler. Jimmy went on the Saturday morning show and tried to talk Jerry Lawler into hiring him as a manager. Lawler made jokes about Cornette, including his clothes. Eventually the King turned him down. The following week, Cornette tried to get Bill Dundee signed up. Bill didn't take

to kindly to being looked at as Jim's second pick (after Lawler the previous week) and turned Jimmy down as well.

As the weeks went by, Jerry Lawler continued to interject himself in Cornette's Saturday morning segment and made even more fun of the new manager. This slight was something that Jim could not get over, and he made Jerry Lawler one of his initial targets. Within weeks, the calm-and-cool Cornette would adopt his signature voice that would be recognizable to any wrestling fan in the world. It was almost like a light switch being turned on when he became 'Jim Cornette, wrestling manager.' Jerry Jarrett was right—the fans quickly grew to hate Jim Cornette.

Jerry Lawler: The King Defends His Crown

After a big summer feud with Kimala and the Iron Sheik, as well as an appearance on the David Letterman show with Andy Kaufman, Jerry Lawler was taking it a little easy until his next big feud was going to start. The first card of September saw longtime AWA mainstay Baron Von Rashcke come to town for a one-shot. Lawler won by DQ over the German veteran.

Next up was Sept. 13 and another one-shot match. This one was with the Super D, from 'parts unknown' most probably. Jimmy Hart was in the big guy's corner but it did no good as Lawler got the pin in the middle of the ring.

The next Monday night card saw Jerry Lawler and Dutch Mantell team up again against the large challenge of Kimala II (Plowboy Frazier) and Crusher Broomfield. The big guys got a DQ win in the match, but Lawler and Mantell were the ones who gave the beatings.

The Sept. 25 card saw Lawler defeat Crusher Broomfield in a one-on-one Southern title match. Broomfield would go on to become known as the 'One Man Gang.' Also on that card Jerry won the world's first inter-gender battle royal.

Southern Tag Titles

New tag champs Steve Keirn and Terry Taylor only kept the titles a week. On the Sept. 6 card Keirn injured his elbow and the team had to forfeit the match and the belts to challengers and former champs, Bobby Eaton and Sweet Brown Sugar.

Following their winning the tag belts, Bobby Eaton and Sweet Brown Sugar were thankful to have Jimmy Hart in their corner. Jimmy's interference lead to their tag titles being saved on three different occasions.

The duo gave up two DQ losses to Bill Dundee and Terry Taylor Sept. 13 and Sept. 20. There was another DQ lost to Stan Lane and Terry Taylor as well.

Bobby Eaton and Sweet Brown Sugar continued their slide by losing almost all their tag matches in November as well (by DQ or pinfall, they only got one win).

Dutch Mantell Mid-America Champ

The big Labor Day card was always used to signal the end of summer and the beginning of fall. One of the big matches on the card had Bill Dundee defending his Mid-America title against Dutch Mantell for the third week in a row. The previous two matches resulted in losses for Dutch. The difference this time was that Dutch won the match and got the title back.

The following week saw Dutch lose a taped-fist match to Dundee. The good news for Dutch was that the taped-fist match was a non-title match. Dutch went on to successfully defend his belt on both of the last two cards of September. These defenses were against the Spoiler on Sept. 20 and Kimala II (Plowboy Frazier) on Sept. 25 (a rare Saturday card at the Cook Convention Center).

WWA World Tag Team Champions?

Also around this time, Jerry Jarrett made a deal with his old buddy Dick the Bruiser. Dick ran the WWA promotion out of Indiana for many years. Times were tough in the WWA and Dick was starting to get up in years. The deal between Jerry and Dick was to allow some of Dick's talent into the Memphis promotion and in return, Jarrett could run some shows in Dick's territory. Jarrett was already running weekly shows in Evansville so this expansion seemed like a good fit.

At the end of August, Steve Regal and Spike Huber showed up in Memphis as the WWA World tag team champions. The first few weeks of September saw the tag champs get wins over Rick McGraw and Kimala and then Carl Fergie and the Dream Machine. The last card of the month saw Regal and Huber lose their tag titles to Jimmy Hart's New York Dolls. The Dolls would soon become the catalyst to the forming of one of Memphis' most popular teams, the Fabulous Ones.

Eventually, Jarrett's test of the Indiana waters didn't seem to pay off and the 'WWA' was dropped from the World tag title's name. Also dropped were the promotion's visits into the WWA's territory.

Bill Dundee and Randy Savage Get Into It

For more than a year, Randy Savage and his ICW wrestling promotion had been running against Jerry Jarrett's promotion in Kentucky. Savage was so obsessed with the Jarrett promotion that on their weekly TV show, he would go on a tirade, challenging Jarrett's entire stable of wrestlers by name. Jerry Jarrett looked at this as free advertising.

Things came to a head in September 1982 when Bill Dundee got beat up by Randy Savage outside a gym they both were working out at. The story has gained a life of its own over the years. Some have even claimed Savage had beaten Dundee with the butt of a gun.

Jerry Jarrett *"The heat began when Bill Dundee began calling himself the 'Macho Man, Superstar Bill Dundee.' I was remiss in not being aware that Dundee was using the name when talking about himself in interviews. I insisted that, as a company, we ignore the competition and certainly not make specific reference to them. My philosophy was that Savage was advertising us when he talked about us on his television shows and we would be doing the same if we mentioned them.*

"Randy called me and expressed his concerns about Bill using the name, 'Macho Man.' I explained that I was not aware, but would advise Bill to stop using the name, not because I felt Savage had exclusive rights to the name, but simply because I did not want to bring any attention to them or their talent. I thanked Randy for plugging me and my stars so much on his television show (I think my comments went over his head).

"I had a conversation with Dundee and explained why I did not want him using the name again. Bill agreed that he had made a mistake and that was it.

"I was not at the gym at the time of the incident. Bill called me right after it happened to ask if he should have Savage arrested. Bill explained that Savage and him were at the gym at the same time and had words. Bill's version was that Savage punched him without warning. All I can do is guess at the actual events. Knowing both men, I'd guess that Dundee held his own in the verbal confrontation and came up short in the physical confrontation. I have no recall of a gun being involved."

Randy Savage, ICW and Jerry Jarrett

Speaking of Randy Savage, this is a good time to bring up his ICW promotion. As just mentioned, Savage and the ICW had been around for a few years and seemed hell bent on destroying Jerry Jarrett's promotion. The

problem was they seemed more concerned with Jarrett's promotion than their own.

Jerry Jarrett *"I assume Randy made the business decisions for ICW. Whoever called the shots for their promotion did about everything wrong a company can do. First mistake was to pick a geographical area that was red hot for the competition. They could have moved 100 miles north and been in an area that was not being promoted. The second mistake was that they promoted our talent much more than they promoted their own talent. Sometimes they would spend most of the hour challenging our talent. For some strange reason they missed the point that in any wrestling show one wrestler is challenging another. I did not allow any response and explained that we were running a business and not a personal grudge with the Poffo family. The third mistake was that they continued to run towns that continued to lose money. Roy Welch had a rule that was not broken. His rule was if you ran a town that did not at least break even after the second show, you never went back. In the same vein, if you booked a program that didn't draw the first week, it would not improve. The box office would always decline. ICW kept beating a dead horse, week after week. I knew it was just a matter of time before they closed the doors. We just went on with as business as usual."* Jarrett's prediction came true in late 1983. Despite Savage's hatred of the Jarrett promotion, Jerry Jarrett had no ill feelings toward Savage and his family (brother, Lanny Poffo, and father, Angelo Poffo). Randy was stunned when Jerry called him out of the blue with the possibility of them doing some business together.

Jerry Jarrett *"After they closed up, I called Randy and suggested that since he had promoted a match between himself and Lawler for years, we might as well get a payoff from the effort. We continued the program as if they were still the outsiders. The entire family showed up at Memphis television and brought out a big banner that proclaimed that Lawler was a coward. All of the Poffo family worked very hard while they worked for us. The gates for the Lawler/Savage matches were close to sell-outs every week. Randy Savage is a person that I consider a friend to this day."*

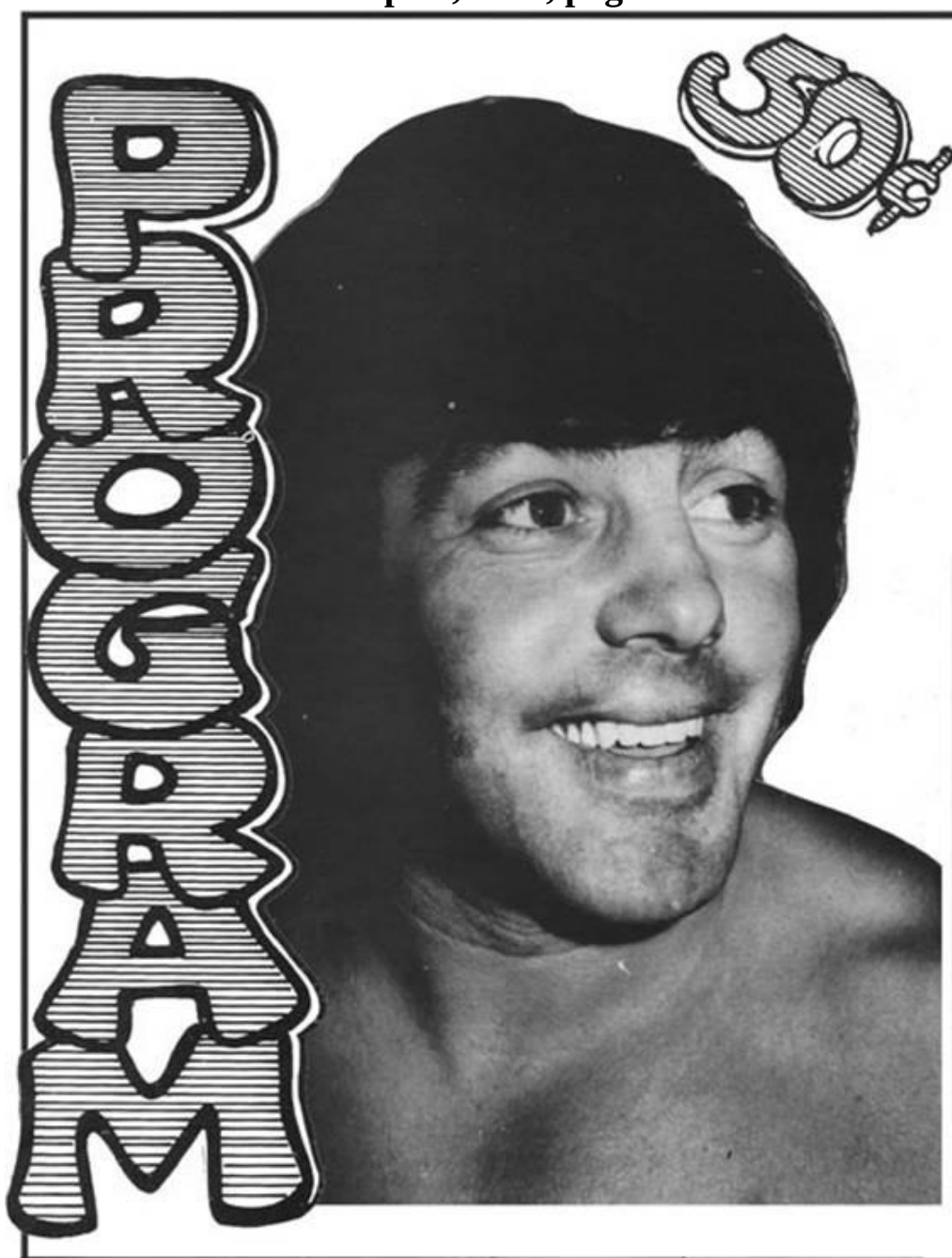
September 1982 Jarrett Promotion Schedule

- Wed Sep 01: Evansville, IN
- Thu Sep 02: Lexington, KY
- Fri Sep 03: Greenway, TN

- Sat Sep 04: Memphis TV & Nashville, TN
- Sun Sep 05: Jackson, TN
- Mon Sep 06: Memphis, TN
- Tue Sep 07: Louisville, KY
- Wed Sep 08: Evansville, IN
- Thu Sep 09: Bardstown, KY
- Fri Sep 10: Blytheville, AR
- Sat Sep 11: Memphis TV & Nashville, TN
- Sun Sep 12: Idle
- Mon Sep 13: Memphis, TN
- Tue Sep 14: Louisville, KY
- Wed Sep 15: Evansville, IN
- Thu Sep 16: Dale, IN
- Fri Sep 17: Tupelo, MS
- Sat Sep 18: Memphis TV & Nashville, TN
- Sun Sep 19: Idle
- Mon Sep 20: Memphis, TN
- Tue Sep 21: Louisville, KY
- Wed Sep 22: Evansville, IN
- Thu Sep 23: Mt. Sterling , KY
- Fri Sep 24: Tupelo, MS
- Sat Sep 25: Memphis TV & Memphis, TN
- Sun Sep 26: Idle
- Mon Sep 27: Idle
- Tue Sep 28: Louisville, KY
- Wed Sep 29: Evansville, IN
- Thu Sep 30: Nashville, TN

You had many other smaller towns around the territory that would have cards only once or twice a month. Some cities would only have enough business to justify once visit per quarter or once every six months. As the popularity was continuing to rise, Jerry Jarrett had even started to run shows in two different smaller cities on the same night. The fans could not get enough of Memphis Wrestling. September saw another 30 shows in 30 days.

Sep 06, 1982, page 1



HART STEALS KIMALA!



With someone like Jimmy Hart around, no ones' possessions are safe, least of all if it's a top calibre wrestling star. James J. Dillon just happened to be absent from the scene for too long, and when he turned his attention back to this area and his Ugandan Giant Kimala, he found himself with a rather large empty stall in his stable. Kimala has been taken over

by none other than the unscrupulous First Family president, and the Giant's awesome presence now makes the First Family one of the strongest, most formidable collections of wrestling power anywhere in the sport.

We have a great deal of trouble believing Hart's explanation of how he obtained Kimala's contract. We believe there must have been a secret third party involved, possibly a paid-off member of the U.S. Department of Immigration, but here for what it's worth is Hart's statement:

"Man, J. J. Dillon has abused this poor little guy!" Hart said. "Can you imagine, since he had been in this country, Kimala had never tasted watermelon? Can you imagine, since he had been here, he hadn't been out with a woman? Can you imagine what he did when I took him to a party with watermelon and girls? I promise you, one and all, that under the influence of myself and the Family, Kimala will regain his former glory. And he might just be the one to knock old King Jerry Lawler out of Ric Flair's way. Can you imagine how much chicken I could buy him with \$10,000.00?"



**Memphis, Tenn.
Mon. Sept. 6, 8 PM**

LABOR DAY SPECIAL

Main Event

**Southern Heavy Weight
Title Match**

Jerry Lawler

-VS-

Baron Von Rasche

**W.W.A. World Tag Team
Title Match**

Steve Regal & Spike Huber

-VS-

Kimala & Rick (The Doe)
McGraw w/Hart

**Mid America Heavy Weight
Title Match**

Bill Dundee

-VS-

Dutch Mantell

Texas Tornado Death Match

Steve Keirn & Terry Taylor

-VS-

Sweet Brown Sugar &
Bobby Eaton

**8 Man Elemination Tag Match
Tag Anyone**

Bobby Fulton - Dennis Condry

Buddy Landell - Carl Fergie

Robt. Gibson - Angel

King Cobra - Dream Machine

Buddy Landell & Robt. Gibson

-VS-

Dennis Condry & Carl Fergie

Bobby Fulton & King Cobra

-VS-

Angel & The Dream Machine

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**Lawler triumphs
to keep title**

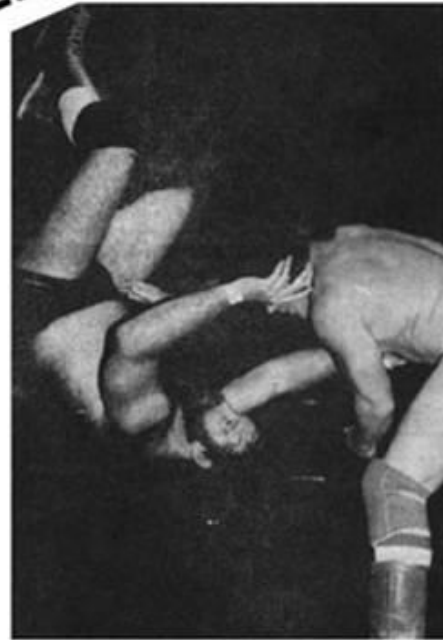
Jerry Lawler remains the AWA
Southern Heavyweight champi-
on.

Lawler retained the title after
Baron Von Rasche was disquali-
fied for hitting the referee be-
fore 5,200 fans last night at the
Mid-South Coliseum.

Other results: Bobby Fulton
and King Cobra stopped the An-
gel and the Dream Machine; Den-
nis Condry and Carl Fergie
whipped Buddy Landell and Rob-
ert Gibson; Landell was the vic-
tor in an eight-man elimination
tag match; Sweet Brown Sugar-
Bobby Eaton combined to beat
Steve Keirn and Terry Taylor
when Keirn quit with an injured
elbow; Dutch Mantell captured
the new Mid-America
Heavyweight title by beating Bill
Dundee; and Steve Regal and
Spike Huber kept the WWA
World Tag title by beating Ki-
mala and Rick McGraw by dis-
qualification.



**DUNDEE vs MANTELL—
THE CONTROVERSY RAGES ON!**



JIM CORNETTE TO BE MANAGER?



We at Action Ringside have seen quite a few surprising developments in the area recently, but none have hit quite as close to home as the announcement made by our own photographer, Jim Cornette, that he intends to enter the sport of wrestling in the capacity of manager. Of course, we were concerned since this career move means he will no longer be able to supply us with photos, but we were also puzzled as to how he would go about it. We received our answer by interviewing him a few days ago by phone from Atlanta, Georgia, where he was scouting talent.

"I know it's a surprising move" he said, "so I'll try to tell you the whole story. All my life, I've loved wrestling. It's BEEN my life. I've gone to matches in all parts of the country. I have a huge collection of wrestling video tapes, programs and magazines. I've done

anything in the way of photography, writing or whatever to be around the sport, but it's always been my dream to be directly involved in the sport."

"Everybody who likes wrestling dreams of someday being the World Champion, a great wrestler, but that's an unreachable goal for most people, and especially for me, since I'm not nearly big enough to be a wrestler, and don't have the athletic background. So since I can never be a wrestler, the only I can ever realize my goal of being in professional wrestling is by being a manager."

"A lot of people may not know it, and I've down played the fact in order to have a better relationship with the common people like the fans, but I come from a very wealthy family. My mother has a lot of money, and she's always seen to it I got whatever I wanted. Being in wrestling is the only thing I've ever wanted that I haven't gotten—until now."

"When I decided to take this step, I went to her, and I said 'Mama, this is what I want to do, please help me.' And she said if it's what would make me happy, then I should scout around, find someone, and she would sign the check to buy the contract, no matter how much it cost."

"With her money behind me, I can afford to hire as many advisors, trainers, consultants, or whatever I need to learn how to be the best manager in wrestling. I already know a lot about it, because since I've never had to really work at a job, I've been able to devote my life to wrestling."

"I don't mean to be a manager like Hart or Dillon. They have no class. I wouldn't invest my mother's money in trash. I want someone with class, that I can get along with personally as well as professionally, and I've talked to people like Dundee, Mantell, Lane, Keirn, as well as others all across the country. I'm perfectly serious about this—If I can't BE a champion, I want to OWN a champion. My mother said I could. This is my dream, this is my goal, and if it takes buying my way in, I'll use every advantage I have. People with money don't have to sweat anyway. I WILL manage someone."

Personally, we think Cornette is serious but has gone off the deep end.

HUBER AND REGAL— WORLD TAG TEAM CHAMPIONS!



New to our area but certainly not new to the wrestling world are the WWA World Tag Team Champions Steve Regal and Spike Huber. This dynamic team has mowed down competition all over the country, both as singles and tag team wrestlers, and proved their outstanding talent by winning the coveted WWA Tag Belts and defending them with honor.

Huber and Regal are both from Indianapolis, Indiana, and started their careers together, forming the basis of the outstanding teamwork they possess today. After some time there as a team, they branched out on their own as singles, and while Regal attained success as a single in the Minnesota area, Georgia, and this area a couple of years ago, Huber did the same in his home state of Indiana, plus St. Louis and the

central states. Both men have had successful tours of Japan and the far east.

Upon joining up as a team once again, they won the prestigious WWA World Tag Team Championship, following in a long line of outstanding teams to hold the belts, including Dick The Bruiser and the Crusher, Blackjack Mulligan and Blackjack Lanza, Ernie Ladd and Baron Von Raschke, Handsome Jimmy and Luscious Johnny Valiant, and other great teams of the 70's.

Both men are excited about being in the area.

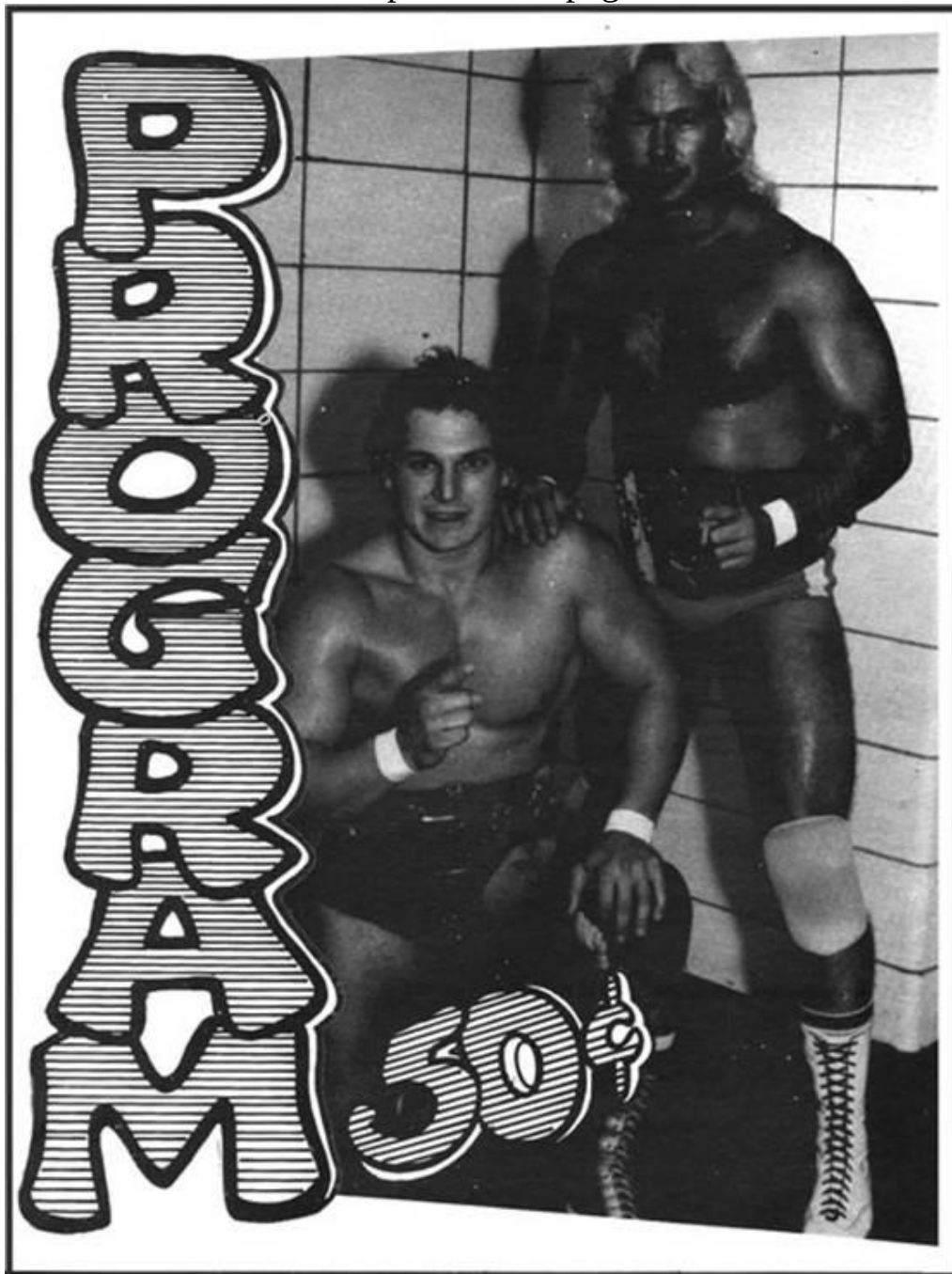
"I loved it the first time I was here" Steve said, "and for the past few years I've been trying to arrange my schedule so I could return. When we won the belts, I told Spike we had to come here, because if you can successfully defend a tag title in this area you know you're good!"

"I agree with Steve" Spike added. "There's a bunch of top teams here now and just a large amount of the best wrestlers in the country in general. If we can hang onto the title here, we know we can do it anywhere in the U.S."

All we at Action Ringside can say is good luck to a great young team.



Sep 13, 1982, page 1





The unsigned \$10,000.00 check which NWA World Heavyweight Champion Nature Boy Ric Flair presented to Jimmy Hart several weeks ago remains uncashed, despite a lot of hard work by the crafty First Family president.

The condition that must be met before Flair signs the check for Hart remains a stiff one to meet—Jerry Lawler must be removed from his spot as #1 contender in this area by the time Flair returns here to defend his World Title Belt.

Hart has been on the phone long distance practically non-stop since the offer was made. Rumor has it he has even tried to bribe a high-ranking phone company official to help reduce his phone bills. A great many of the top wrestlers Hart has contacted have flatly refused to meet the King in his home area for any amount of money, but the terrible other side of that coin is that anyone Hart DOES get to agree to face Lawler will be the meanest of the mean.

\$10,000.00 STILL IN THE AIR!

Jerry Lawler, on the other hand, will be in HIS top form also, since he will have a \$10,000.00 bounty on his head. When you go into the ring facing a man who will receive probably a large percentage of that \$10,000.00 for destroying you, you tend to fight harder than usual. The King will be out there fighting his hardest to insure that Hart doesn't get the money, and that his chance to realize his dream of wearing the NWA World Belt comes true.

MEMPHIS. TENN
Monday, Sept. 13
MAIN EVENT

Grudge Tag Team Match
Bill Dundee & Terry Taylor

-vs-

Sweet Brown Sugar &
Bobby Eaton w/Hart

Jerry Lawler

-vs-

Super D

Taped Fist Match
Bill Dundee -vs- Dutch Mantell

**W.W.A. World Tag Team
Title Match**

Steve Regal & Spike Huber

-vs-

Rick (The Dog) McGraw &
Kimala

Buddy Landell & Bobby Fulton

-vs-

Gypsy Joe & The Angel

Stan Lane

-vs-

Carl Fergie

CHAMPIONSHIP
WRESTLING
Presents



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**MEMPHIS
WRESTLING**

At The
Mid-South Coliseum

*Watch T. V.'s Wrestling
Saturday Morning - 11:00*



Jerry Lawler wins

Jerry Lawler reigns today as the Southern heavyweight champion, defeating Super D in a feature match of the weekly professional wrestling card at the Mid-South Coliseum.

In other matches last night before 4,886, Bill Dundee beat Dutch Mantell; the team of Dundee and Terry Taylor won by disqualification over Sweet Brown Sugar and Bobby Eaton; Buddy Landell and Bobby Fulton teamed to pin the Angel and Gypsy Joe; Stan Lane won over Carl Fergie; the Rockin' Wrestler knocked off the Dream Machine; and Kimala and Rick McGraw combined to defeat Steve Regal and Spike Huber.

5

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Wrestling
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e necessary
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WORLD TAG CHAMPIONS LOOKING BETTER THAN EVER!

Steve Regal and Spike Huber, the WWA World Tag Team Champions, have continued to be as impressive a tag team as we have seen in this area in quite some time. Both wellconditioned athletes, their teamwork is polished and effective and they have shown great fighting hearts for battling against tough odds. For those familiar with their careers from the time they started wrestling, Steve and Spike are looking better than ever, and capable of holding those belts for a long time to come.

"We've received several strong challenges since we've been in this area" Steve said, "But we know the toughest are yet to come. Now that the word is out all over the country that we're defending the belts here, we expect a lot

of top teams to come in to try to take them away."

"Besides that," Spike added, "There's a whole bunch of wrestlers in this area right now that would like to wear the belts. I know Jimmy Hart would probably like Sugar and Eaton to cart them home for the Family, and there's also a lot of top single wrestlers that might join up to try and challenge us. We've got our work cut out for us."

That may be so, but judging from the polished physiques and outstanding win record both Huber and Regal possess, work is not something they shy away from. We at Action Ringside are looking forward to each and every one of their title defenses.



THE DUTCHMAN SETS THE RECORD STRAIGHT!

A lot of speculation has gone on among wrestlers and fans alike recently centering around Dutch Mantell. As always the Dutchman has strong opinions, but many people have still been confused about his recent actions and intentions for the future. We decided to give Dutch an opportunity to set the record straight, and here is the statement he made to us:

"Let me say one thing" Dutch stated "A lot of people are evidently sitting on their brains. They think just because I've been wrestling Bill Dundee that I'm going to join the Family and sign up with Hart. Well Jimmy Hart is a low life dog and I've already publicly turned him down. There's no way I'll ever join the Family."

"But I still plan on wrestling anybody that I think it wise to to help me further my career. I'm a free spirit, a free agent, and I'll wrestle Jerry Lawler, Bill Dundee, Bobby Eaton, Kimala, I'll wrestle Lance Russell if he's got a championship belt. I'm not in this sport to make friends, or have babies named after me, I'm here to make money and be a true champion. That means you don't back up from anyone."

"The way I am, and the way I'll always be, is that I do what's right for myself. This is a tough sport, and if you don't look out for yourself nobody else is gonna do it for you. I'm not like some of these guys, I don't tell a man I'm his friend and then stab him in the back. When I'm hot at somebody, I let 'em know it. When I say I'm gonna do something, I mean it. Nobody can say I'm not an honest man."

"Just recently I've had a very tough series of matches with Bill Dundee. He's a good wrestler but he had something I wanted. I didn't sneak up behind him, I met him face to face and I let him know I intended to take it. If the fans want to get mad at me for being a man, that's fine I guess. It's their choice, but nobody has the right to make my decisions for me on what I should or shouldn't do."

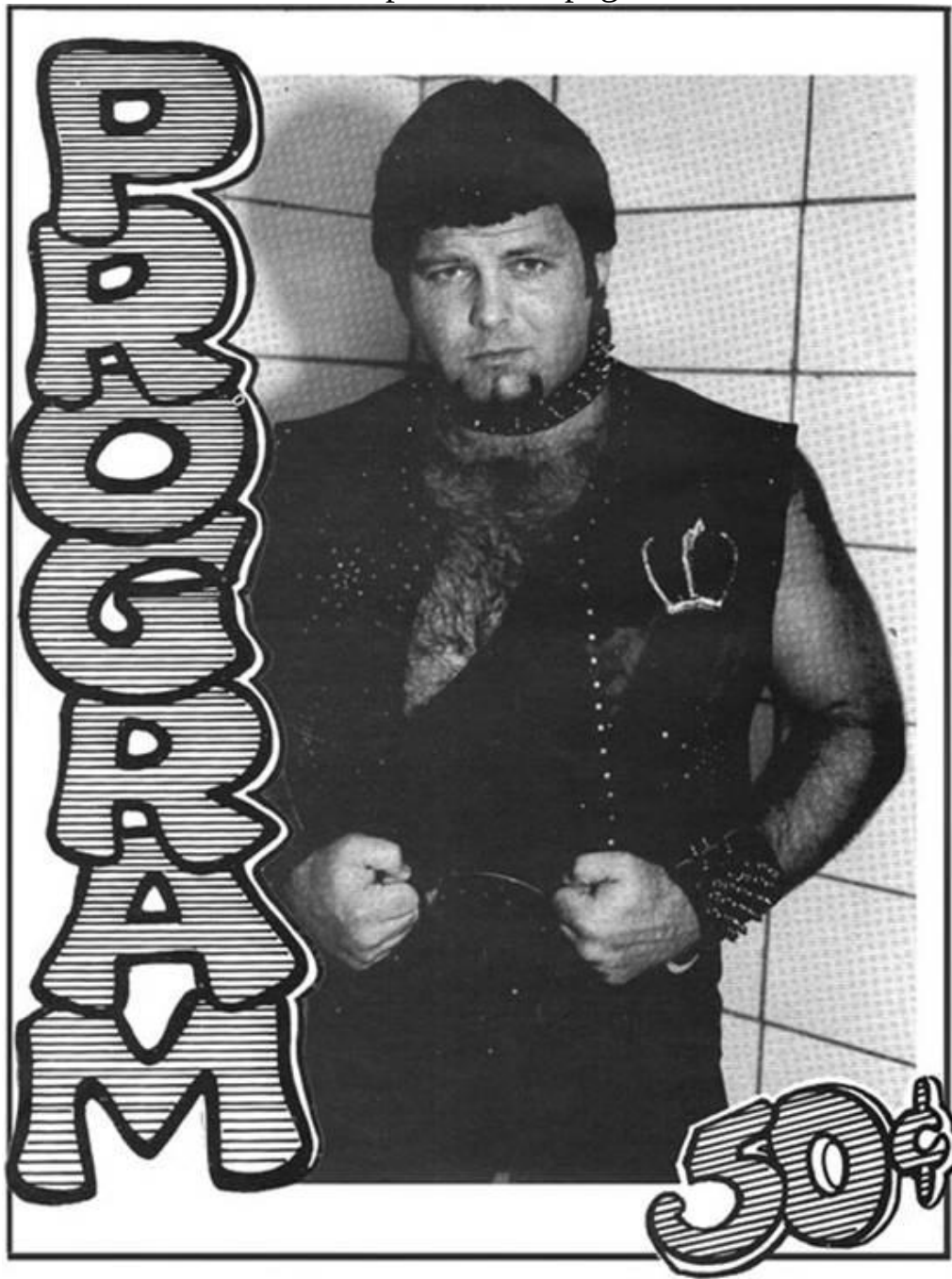
"The whole point I'm trying to get across is that I do what's right for me. I stand up for myself. I wrestle anybody, because that's what a great wrestler has to do to become great. I want to be the best, I want to get ahead. I don't cheat anybody, I'm straight forward with them, and I tell them what I think. People will just have to accept that!"



THE SUPERSTAR!



Sep 20, 1982, page 1



STEVE KEIRN INJURED!



Popular Steve Keirn, one of the most talented wrestlers in our area, has been sidelined by one of the most vicious displays of brutality we have ever seen. Steve, who in partnership with young Terry Taylor was attempting to bring a halt to the cruel rampage of Beautiful Bobby Eaton and Sweet Brown Sugar, was badly beaten, had his right arm tied into the ring ropes, and then beaten, kicked, and struck with a chair repeatedly while thousands of horrified fans looked on.

Sugar, Eaton, and Hart continued using the point of the chair and their own fists and feet

on Steve's immobilized arm until the Superstar, Bill Dundee, threw in the towel to call a halt to the match and Steve's punishment.

As a result of this, just about everything that could have been done to Steve's arm was done. Fluid on the elbow, torn cartilage, a bad sprain, but most serious a cracked bone in the elbow which required emergency surgery to remove and repair. Only someone who has undergone surgery can imagine the horror Steve had to go through.

Now, the question comes—will Steve be able to compete as a wrestler again? Possibly, but there is still doubt. If a great career like Steve Keirn's is cut short because of animals like Sugar and Eaton, it is certainly a crime to all the participants of this sport who entered it with the intention of upholding its rules. A sad situation indeed.



**MEMPHIS, TENN.
Monday, Sept. 20**

MAIN EVENT

Southern Tag Team

Title Match

**Sweet Brown Sugar &
Bobby Eaton w/Hart**

-vs-

Bill Dundee & Terry Taylor

Kimala & Kimala #2

-vs-

King Cobra & Ira Reese

Mid America Heavy Weight

Title Match

Dutch Mantell

-vs-

The Spoiler

Stan Lane

-vs-

Rick "The Dog" McGraw

Steve Regal & Spike Huber

-vs-

Carl Fergie &

The Dream Machine w/Hart

Bobby Fulton

-vs-

Jim "The Claw" Mitchell

CHAMPIONSHIP
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**MEMPHIS
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At The

Mid-South Coliseum

*Watch T. V.'s Wrestling
Saturday Morning - 11:00*

Lawler's team disqualified

Kimala No. 2 and the One-Man Gang ganged up on the team of Jerry Lawler and Dutch Mantell to win by disqualification in the main event of the weekly professional wrestling card at the Mid-South Coliseum.

In other matches last night, Mantell kept his Mid-America heavyweight title by pinning the Spoiler; Stan Lane and Rick McGraw battled to a draw; Kimala No. 2 beat Ira Reese; Lawler, filling in for Bill Dundee, teamed with Terry Taylor to win by disqualification over Sweet Brown Sugar and Bobby Eaton; Bobby Fulton defeated Jim Mitchell; and Steve Regal and Spike Huber teamed to pin Carl Fergie and the Dream Machine.

CORNETTE'S \$5,000.00 INCENTIVE!



After the first shocking series of events concerning Jim Cornette, when he first indicated to the public that he wanted to be a manager, people were more or less resigned to the fact that he was just another spoiled, over-pampered teenager, with the distinguishing feature that he comes from a family with an extraordinary amount of money. In a couple of televised encounters with Bill Dundee and Jerry Lawler, Cornette exhibited all the

attributes of an overprotected mama's boy with no conception of what life in the real world is like—which is what he is. But now, this at-first comical situation has taken a very serious turn.

After being humiliated for two weeks in a row by Dundee and Lawler on television, Cornette has taken a rather drastic step, which we will let him explain. This was his statement when we contacted him a few days ago on another scouting trip into Miami.

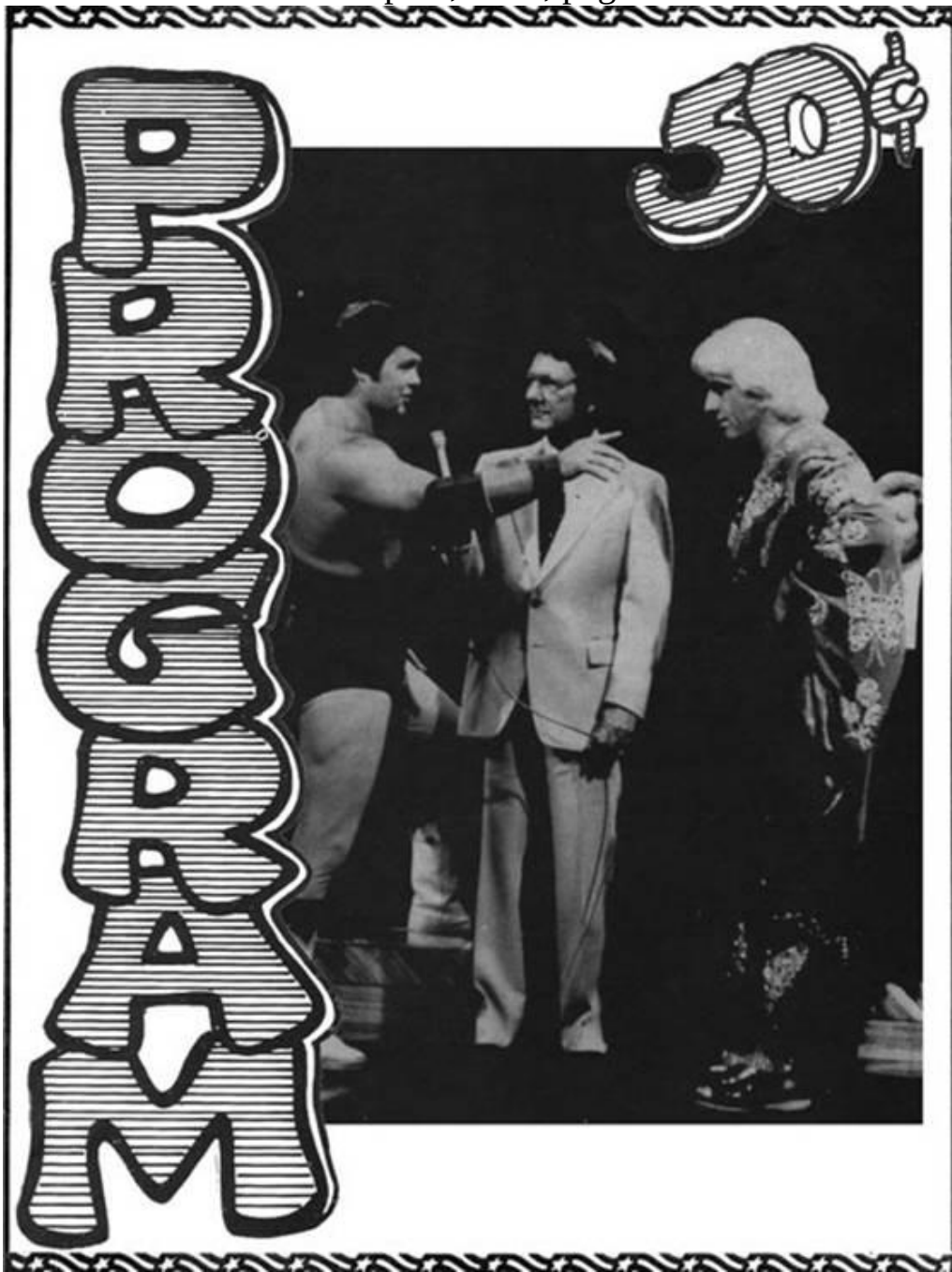
"No one with any class or breeding can fault me for what I'm doing," he said. "Of course, it looks like most of the fans don't have this. I was humiliated by two wrestlers I thought were great once—Lawler and Dundee. I came out and made a serious statement about what I wanted to do, and I had my name drug through the mud by those two low-lives. NOBODY does that to a Cornette."

"Now Lawler complains that I'm not WORKING to get into wrestling, to get what I want. Hey, people with money don't HAVE to sweat. I'm not approaching this like the lower classes, the working classes would. I'm approaching it as a business. I'll buy contracts, and manipulate the sport here like the stock market. That way I'll be in wrestling, which is what I've always wanted."

"But no one insults a Cornette publicly and gets by. Lawler and Dundee owe me. Since these so-called 'Bounties' are beneath my dignity, and since I'm approaching this as a business, I've decided, with my mother's help, to put a \$5,000.00 cash incentive out on Lawler and Dundee when a man wrestles them and the result gives me 'satisfaction,' he gets money. Except of course, for Hart's men unless there's a separate contract. Hart and his Family are just too untrustworthy. They aren't even in the social register! But people WILL be taking me seriously, you'll see!"

Cornette's intention of using his mother's money to buy and sell contracts and "manipulate" the sport here simply because he himself cannot be a wrestler, sounds as low to us as even some of the "untrustworthy" Hart's stunts.

Sep 25, 1982, page 1



THE KING AND THE DUTCHMAN TOGETHER—FOR NOW

Dutch Mantell is a man of few alliances. A loner, the Dutchman seldom wrestles in tag team matches at all anymore because a man he teams with one week, he might decide to wrestle the next to further his ranking or career. It's simply the Dutchman's nature to wrestle anyone he thinks a victory over may further his career, and if he has differences with a man he'll most certainly invite the man into the ring.

Jerry "The King" Lawler is much the same way. He has befriended a lot of men in his career, but it's well known he has alienated a few as well on his way to the top. Lawler and Mantell have had some of the most classic battles for the Southern Title ever seen in this area.

Now, they are a team.

The reasons for their teaming are as complex as the men themselves. One main reason may be convenience for both men. The reasons may best be summed up by statements from both men.

"I need Jerry Lawler healthy," Mantell said. "Ric Flair is coming to town, and that's even BETTER than Santa Claus. Some people may dispute me, but I think I'm the best wrestler in this area, and I want to wrestle Ric Flair for that NWA World Heavyweight Title. To do that, I need to be top contender, Southern

Heavyweight Champion to get THAT, I need to beat Jerry Lawler."

"Now Lawler is a marked man. Ric Flair and Jimmy Hart have \$10,000.00 on his head, and Jim Cornette has some kind of gripe with him too. Everybody that wants Flair is gunning for him. What I'm doing, is teaming up with Jerry Lawler, and helping him through some rough spots. THEN I want my shot to take that belt and meet Flair. To get that, I need to keep Jerry nice and healthy."

"I know exactly why Dutch teamed up with me," Lawler said. "Now let me tell you why I agreed. Dutch Mantell is strange sometimes, but he's an honest man. He's TOLD me he wants to beat me for that shot at Flair, and he's told me he's helping me out to keep me to himself. That's fine, because I also know that as long as he's in my corner, he'll never doublecross me, because something like that isn't in him, but he'll fight to the last FOR me. After we get finished with our current problems, THEN I'll have to face him not as a partner but an opponent. But even though he's one of the toughest men I ever wrestled, in a match with him I don't have to worry about Hart jumping in or something. At least that's fair."

We'll have to watch THIS situation closely!



**Memphis, Tenn.
Saturday, Sept. 25
Cook Convention Center
8:00 P.M.**

**"Night of Champions"
MAIN EVENT
Mixed Man & Woman Battle
Royal Championship**

**Southern Heavy Weight
Title Match
Title -vs- \$10,000.00 Check
Jerry Lawler
-vs-
Crusher Broomfield**

**Mid America Heavy Weight
Title Match
Dutch Mantell -vs- Kimala #2**

**W.W.A. World Tag Team
Title Match
Steve Regal & Spiker Huber
-vs-
New York Dolls w/Hart**

**Southern Tag Team
Title Match
Sweet Brown Sugar &
Bobby Eaton**

**-vs-
Terry Taylor & Stan Lane**

**Womens United States
Tag Title Match
Lani Kai & Sherry Martell**

**-vs-
Vivian St. John &
Velvet McIntyre**

Buddy Landell -vs- Carl Fergie

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Lawler Tops Brumfield

Jerry Lawler retained his AWA Southern heavyweight crown, beating Crusher Brumfield in the feature wrestling match last night at the Cook Convention Center. In other bouts, Buddy Landell and Carl Fergie fought to draw, Lani Kai and Sherry Martell retained the U.S. women's tag championship by defeating Vivian St. John and Velvet McIntyre. Terry Taylor and Stan Lane won by disqualification over Sweet Brown Sugar and Bobby Eaton. The New York Dolls became the new WWA World tag champions by defeating Steve Regal and Spiker Huber. Dutch Mantell retained his Mid-America title by beating Kimala No. 2, and Lawler won first mixed man-ladies battle royal championship.

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The fans of this area have for quite some time viewed Bill "Superstar" Dundee as one of the fiercest competitors in all of wrestling, but for the past couple of weeks, the double-tough Australian's all-out determination and wild-eyed anger have shocked even those who know him well. Dundee has all times bordered on attempted murder in some of his recent matches, and this intensity is causing quite a stir.

But the reason is quite simple, although sad. Bill Dundee is fighting like a man possessed because his best friend, Steve Keirn, still lays in bed at home wondering if he has a future in the sport of professional wrestling. The men behind it, Jimmy Hart, Sweet Brown Sugar and Beautiful Bobby Eaton, continue their rampage of terror. But if Bill Dundee accomplishes his goal, those three men, or at least one of them, will be in

THE SUPERSTAR'S CRUSADE!

the same position as Steve Keirn, if they come out of it THAT well.

Dundee has enlisted the aid of another of Steve's friends, Terry Taylor, in combatting Sugar and Eaton, but Taylor, or no one else for that matter, could show the fire Dundee is displaying. In a sport filled with emotions, Dundee is extreme even for wrestling.

Taylor is an excellent choice in partners, even if he was not a friend of Keirn's. In the sport professionally for just over 3 years, Terry is remarkable. He has the experience of a 10 year veteran but the youth to make use of it. His physical conditioning is exceptional, which is a must to battle athletes as great as Sugar and Eaton. He has a wide knowledge of wrestling and a few moves which rank as the best of anyone's in the sport, including a superb over-the-knee backbreaker. He has attained remarkable popularity in his short time here.

Dundee needs a man this talented to battle an unholy trio like Hart and his team. But at times, Dundee is so angry it seems he could fight them all himself.

We asked Bill for a few comments on the situation, but this is all the usually-cooperative superstar would say:

"You listen to this good—I swear to God almighty that inside of a month, Steve Keirn will be smiling. You take that any way you want."

We wouldn't bet on how happy Hart will be.

-

Chapter 10: Oct 1982

Jerry Lawler versus Dutch Mantell: Feud Renewed?

On the Oct. 4 card, Jerry Lawler gave Dutch Mantell another shot at his Southern heavyweight title. The fans were wondering if their feud would re-ignite all over again. Their last battle in March had been epic and even though the King came out on top, the fans knew Dutch could have just as easily won that match, and the war.

The setup for this match was a little different than the first go around in early 1982, however. Rookie manager Jim Cornette was desperate for someone to manage. On the Oct. 2 Saturday morning show, Cornette came out during Dutch's interview time and told him a manager would be that one deciding factor to help get him over the top and defeat Jerry Lawler for good. After listening to Jim and thinking about it, and against the wishes of the fans, Dutch went along with Cornette's plan and allowed him to be his manager for the match.

When the match happened, it was another great battle. As it looked like Lawler was about to win the match, Jim Cornette jumped into the ring. At that same moment, Dutch reversed Lawler's move and had a clean pin on the King. As the referee was about to make the three count, he saw Cornette in the ring and had no choice but to DQ Dutch and call for the bell. The following Saturday morning, Dutch publically fired and humiliated Jim Cornette. Sadly, and despite the tease, the Lawler-Mantell feud was not restarted.

Jerry Lawler versus Nick Bockwinkel October saw a new twist in Jerry Lawler's bid to win a world title. Even though Ric Flair and the NWA World title had been in Memphis less than two months earlier, Nick Bockwinkel was back in town. Flair was no longer being mentioned and with the AWA World champ now center-stage, the fans were somewhat confused.

Bockwinkel was fresh off regaining his AWA world title from Otto Wanz just a few days before. As he had done many times before, Nick came back to Memphis for a match with the King on Oct. 11. This visit would be a little different than all the others to Memphis. Nick complained how he

was tired of having to come to Memphis and defeat the King over and over again. Nick's point was there was nothing in it for him. Being he was the world champ, Bockwinkel demanded that Lawler put his Southern belt on the line against him. Despite being a little stunned, Lawler accepted the challenge. When the match took place, Nick did indeed take the Southern title away from the King. Over the last two weeks of October, Lawler got two rematches against Bockwinkel. Lawler got pinned in the first match, but got a DQ win over the champ in the second one. As October ended, Nick Bockwinkel was still the Southern heavyweight champion.

Jerry Jarrett *"Nick might just be the classiest wrestler to ever get in the ring. He had so much style and class not only in the ring, but the in the dressing room as well. The only person that had that same aura was Lou Thesz. Nick always had great matches. The only exception was a match I booked between him and Jimmy Valiant. I made the mistake of asking Jimmy to wrestle Nick's style. The match stunk the house out. I should have booked the match Jimmy's style and Nick could have made it a great match."*

Nick Bockwinkel *"How did I end up in Memphis for all those years you ask? I was invited to come in by Jerry Jarrett back in 1978. I knock on wood because Memphis had been a predominantly NWA territory and for me it was a great honor to be asked to come in. I went down to Texas quite a bit, before that Georgia and Florida when Ray Stevens and I were AWA world tag team champions. As I said, it was an honor for me because the south was made up almost exclusively of NWA territories. With my AWA schedule, I was available at the time. For whatever reason, I'm not sure if those NWA promoters were having issues getting Harley (Race, NWA World champ) or others in as regularly as they wanted. It was nice for me to be able to go into NWA country as much as I did and I took pride in that. Whenever Jerry Jarrett had me in, the fans would fill up the Mid-South Coliseum and it was always a true joy for me to be there"*

Eaton and Sugar: Southern Tag Champs

The Southern titles were still around the waists of Booby Eaton and Sweet Brown Sugar. The hot team had held the belts since mid-August and showed no signs of losing them.

The Oct. 4 card was supposed to have seen Eaton/Sugar square off against Phillip and Jacques Rougeau. However, Phillip ended up with a broken leg and never showed up in Memphis. Jacques ended up teaming

with Kimala in his Memphis debut against Eaton and Sugar, and the newcomer picked up a DQ win.

The following week Rougeau teamed up with another relative newcomer, Terry Taylor, against the tag champs. The new guys got the win, but didn't get the tag titles because the belts were not on the line. The win did earn Rougeau and Taylor a title shot, however, and that match happened Oct. 18. With an assist from Jimmy Hart, Eaton and Sugar retained their belts by getting the win.

However, out of the blue, Eaton and Sugar were no longer the dominant team in the territory. On the final card of the month, Eaton and Sugar ran into a buzz saw known as the Fabulous Ones.

Jackie Fargo And The Birth Of The Fabulous Ones

For the past several weeks, Jimmy Hart's latest tag team, the New York Dolls (Troy Graham and Rick McGraw), had been coming out on TV wearing tuxedos and top hats. This act caught the attention of retired Memphis Wrestling legend, the Fabulous Jackie Fargo.

In the late 1950s and early '60s, the Fabulous Fargo's were one of the country's best tag teams. The team consisted of Jackie Fargo and his brother, Sonny 'Roughhouse' Fargo. Later on Jackie continued the team with Don Fargo. The Fabulous Fargo's were known for their fancy ring attire that included tuxedos, sequined jackets, top hats and canes. Later Jackie arrived in Tennessee, and for 20 years Jackie Fargo was involved with Memphis Wrestling and was a mentor to both Jerry Jarrett and Jerry Lawler.

The problem with the New York Dolls was Jimmy Hart. The 'Mouth of the South' had been blatantly ripping off the Fabulous Fargo's and Jackie Fargo was pissed off about it. On a Saturday morning in early October, Jackie Fargo sent in a taped statement from his house. In that statement Fargo cut one of the most amazing promos the fans had ever seen in Memphis history. Jackie talked about the history of the Fabulous Fargo's, what a rip-off the Dolls were and what an idiot Jimmy Hart was. He went on to tell the fans that he wasn't going to let this situation go on anymore. Jackie talked about finding a couple of guys to mentor. These guys were tough—they were men, not like Hart's team. He wouldn't be their manager but would give them advice when needed. The important thing to Jackie was the fans would be able to be proud of his guys.

The following week, Jackie Fargo debuted his team on the Saturday morning show. Before they came out, a music video was played. The video showed images of Fargo's new team with a strobe light effect and the audio was the song 'Everybody Wants You' by Billy Squier. The fans went crazy for the video.

The team came out after the video and the response was amazing. The build-up from Jackie Fargo had the fans anticipating something great. The team was called the Fabulous Ones and consisted of Steve Keirn and Stan Lane. When they came out that morning, they had gold sequined jackets, top hats and bow ties, very similar to the ones the Fabulous Fargo's used to wear a quarter of a century before.

Quite literally, the Fabulous Ones were an instant success and on their way to becoming the most popular tag team in Memphis Wrestling history.

Jerry Jarrett *"I was not stunned by their success. This is one of the things that I am most proud of. It stands out to me just like the 'Quest for the Title' story we did with Jerry Lawler eight years earlier.*

"I was very close to Jackie Fargo. We spent so many hours driving up and down the highways and this gave us hours to talk and reflect on the business. I was reflecting back to my teenage years one night, remembering seeing the Fabulous Fargo's at the Hippodrome in Nashville. The thought hit me that it was a shame that we could not recreate a team that was as exciting as the Fargo's.

"One day I pitched the idea to Jackie, and he was mildly receptive. Of course he wanted to know who the wrestlers would be and I told him that I had no idea. He wanted to know what we would call them, and I said, 'The Fabulous Ones', of course. I promised Jackie I would spend more time in making videos and promoting them than I had spent on any other talent. Jackie took a lot of pride in his history, as well he should. He feared he would lend his name to a team and they would have a short run and be gone. I assured Jackie that I'd do all in my power to be sure that did not happen.

"Now that I had Jackie's approval for the new team and his promise to publicly endorse them, I began looking for the right men. I wanted to be sure I had dedicated wrestlers who did not have drinking or drug problems. They also had to have the Fargo magic called 'charisma.' I first selected Stan Lane. He had the look and did not have any negatives. I then chose Terry Taylor. I spent hours watching video on both of them, and finally

decided that Terry and Stan were a bit too ‘cute’ together, and I worried this would get heat with the male fans. I went looking for a wrestler with a little more rugged look. I assured Terry I would push him hard as a single, but I was going with Steve Keirn to add balance to the look.

“From there we began to find just the right look in their dress. We went with long tights, again so as to not get heat with the male fans. We spent hours that turned into days that turned into weeks making videos. Finally it came time to pre-tape the interview with Jackie Fargo for his endorsement. We all went to Jackie's house for the interview. Jackie sat Stan and Steve down and had a serious talk with them about respecting the traditions of our business and how important staying on top his entire career had meant to him. We then cut the interview and the first cut was a keeper. Jackie spoke from his heart and I feared it could not be reproduced with a second cut. The Fabulous Ones hit the ground running and drew record-breaking crowds everywhere they appeared in our territory.”

Steve Keirn “The Fabs would have been just another tag team without the help of Jackie Fargo. Jackie was the one that had spent years with the Memphis fans and gotten over on his hard work. He gave Stan and me the rub that brought old and new fans together to try and relive the past, plus go forward with a new slant. I had grown up with Florida wrestling and Jackie was the Dusty Rhodes of Memphis—everyone loved him. I’m honored to be known as one half of the Fabulous Ones, Jackie Fargo’s boys.”

Dave Brown “The Fabs were essentially the first rock stars of wrestling. At least in Memphis they were. In 1982 MTV was only a few years old and was the hottest thing going. All they did was play music videos at that time. Jerry Jarrett put Stan and Steve together. They had the long, flowing blond hair, were very athletic looking and then he put them in the flashy clothes, in the limos, and most importantly from day one, put them in those music videos. On top of that to get Jackie Fargo’s endorsement, Jackie was one of the most beloved names ever in the Memphis territory. To be able to attach the Fargo name to them and get his blessing, this was a masterpiece for Jarrett to come up with the whole scenario. You had old fans from the Fargo era now behind the Fabs, current fans liked them as well and now the young ladies wanted to go to the matches to see Stan and Steve.”

Dutch Mantell *“Before they formed the Fabs, Stan and Steve were really talented in the ring but in their defense, they had to come in to Memphis and compete with Lawler, Dundee and myself as the top babyfaces. They didn’t have the long history there like Lawler or Dundee, or the bullwhip like I did. To be honest, even I wasn’t over Lawler and Dundee in the pecking order. It was just the hierarchy of the Memphis promotion. Jarrett ended up having these two really good looking guys, who had talent and some charisma and he figured out how to market them. He put that ‘Fabs’ moniker on them, started putting them in those music videos and buddy it took off overnight. They were on fire.”*

The Music Videos

Jerry Jarrett and the Memphis territory were innovators in many areas of the wrestling world. One of the innovative things they did was to add the use of music videos to the Saturday morning show. A great example of is the just mentioned, first Fabulous Ones video. MTV was the hottest television station in the country on cable TV. Back in 1982 all MTV did was play music videos, nothing else, 24 hours a day. Jerry Jarrett had been adding music tracks to match videos for years. In the late 1970s, Jarrett used Mike Shields to create some amazing videos that were synched with music. Shields was also very instrumental in changing the way the recording of the Coliseum matches were handled (which also helped improve the quality of all the recordings). By 1982 Randy West was now in charge of the videos and took up right where Mike Shields had left off. After that first Fabs video in October 1982, not a week went by that a music video wasn’t shown on the Saturday morning show. Be it the Fabs, Jerry Lawler, Bill Dundee, Dutch Mantell, etc. All of the babyfaces were doing music videos. Thankfully the wrestlers were not singing the songs, only appearing in the custom-created videos. The Fabs were the most proficient and very quickly had a couple done. After the first one, it was followed by the song ‘You Dropped A Bomb On Me’ by the Gap Band, while another was done to ZZ Top’s ‘Sharp Dressed Man.’

Bill Apter *“Jarrett’s use of videos back then was so very innovative. I guess it was one of the eggs that helped hatch the ‘sports entertainment’ as every other territory tried to follow suit and the fans always gave thumbs up. The Fabulous Ones are an excellent example of this.”*

Tim Dills *“Music videos were becoming en-vogue by 1982 in pro wrestling. Perhaps no other video and song is more recognizable than the*

video produced to introduce Steve Keirn & Stan Lane as the team of the Fabulous Ones. In glittery gold jackets with bow ties and top hats, Keirn and Lane posed and preened as Billy Squier's 'Everybody Wants You' pulsed to the flicker of strobe lights while a fog machine added a bit of flair to the video. Airing after fans had heard area legend Jackie Fargo explain how he wanted his name carried on by a tough tag team, the Fabs were an immediate hit. Looking back, the video is very simple, simply focusing on Keirn and Lane. After the video aired, the fans in the studio erupted in approval."

Jerry Calhoun *"I believe Jarrett was the one who came up with the idea. Then Jerry got Fargo on board and then they threw the video in there, and it just took off and they were like rock stars. The videos really worked with the Fabs, it worked earlier with Kimala and it worked later with Lawler's invention of the Rock 'n' Roll Express with Ricky Morton and Robert Gibson. All of them were over with the fans before they stepped into the ring, the video just made them pop. Jarrett and Lawler really figured out the value of the videos and took full advantage of it."*

Dutch Mantell And The Mid-America Title

Even though it wasn't getting defended frequently, Dutch Mantell successfully defended the Mid-America title against Crusher Brumfield Oct. 18. After his short alliance with Jim Cornette, the Dutchman was back to being a fan favorite. Jim Cornette was not taking his firing well and was about to send more members of his Dynasty after Mantell.

The Fabs Taking on Everyone

With the Fabs now together, their first feud was against Jimmy Hart's New York Dolls. The Dolls were the WWA World tag team champions and the first match took place Oct. 11. The match was a fight from the beginning, and the referee had to finally declare it a 'no contest.' Though he would rarely be in their corner, Jackie Fargo did accompany Stan and Steve to ringside the first weeks they were in Memphis.

On Oct. 18 the Fabulous Ones, with Jackie Fargo in their corner, took on Jimmy Hart's New York Dolls in a 'no time limit - no DQ' match to settle the score. Needless to say, the Fabs' cleaned house and the fans went nuts. The only issue with the match was the Dolls' WWA World tag titles were not on the line, so while the Fabs got the win, the Dolls were able to retain their tag titles.

On the last card of the month the Fabs went up against the Southern tag team champions, Bobby Eaton and Sweet Brown Sugar, in a title match. The stipulations were 'no time limit - no DQ.' When the match was over, the Fabs were the new Southern tag team champions and the fans could not have been happier. This was the first of many Southern tag team title reigns for the Fabs.

Jimmy Hart versus Kimala

Even with the explosion of the Fabulous Ones, October did have other things going on, notably, the demise of the partnership between Kimala and Jimmy Hart. In a revenge match on Oct. 11, Jimmy Hart and Kimala II (Plowboy Frazier in tribal paint) defeated Kimala and his assistant, Kimchee. Kimala was gone after this match and he went on to tour the world.

New Kid On The Block

If you look near the bottom of the cards in October and the previous few months, you'll notice a young guy getting his initial matches in the wrestling world. He's going against guys like Crusher Broomfield, Carl Fergie, The Angel, etc. Buddy Landell was on his way to becoming a local favorite. In just four short years, Landell would be part of one of the most famous Memphis angles of all time, the Bill and Buddy show. Heels Buddy Landell and Bill Dundee would hijack the Saturday morning show from Lance Russell and Dave Brown. People still talk about that angle to this day.

The Shepherders Show Up

October saw the arrival of possibly the most violent team to ever wrestle in Memphis. This team was known as the Shepherders—Luke Williams and Sir Jonathan Boyd. Almost immediately they made their presence felt. Even though they gave up a quick loss to Steve Regal and Spike Huber on Oct. 11, they avenged the loss by getting that pin back on Regal and Huber the next week. The last card of the month saw the Shepherders getting into the mix by getting a DQ win over the very tough local team of Dutch Mantell and Bill Dundee. The Memphis fans had still not seen this teams most violent matches. Those were yet to come.

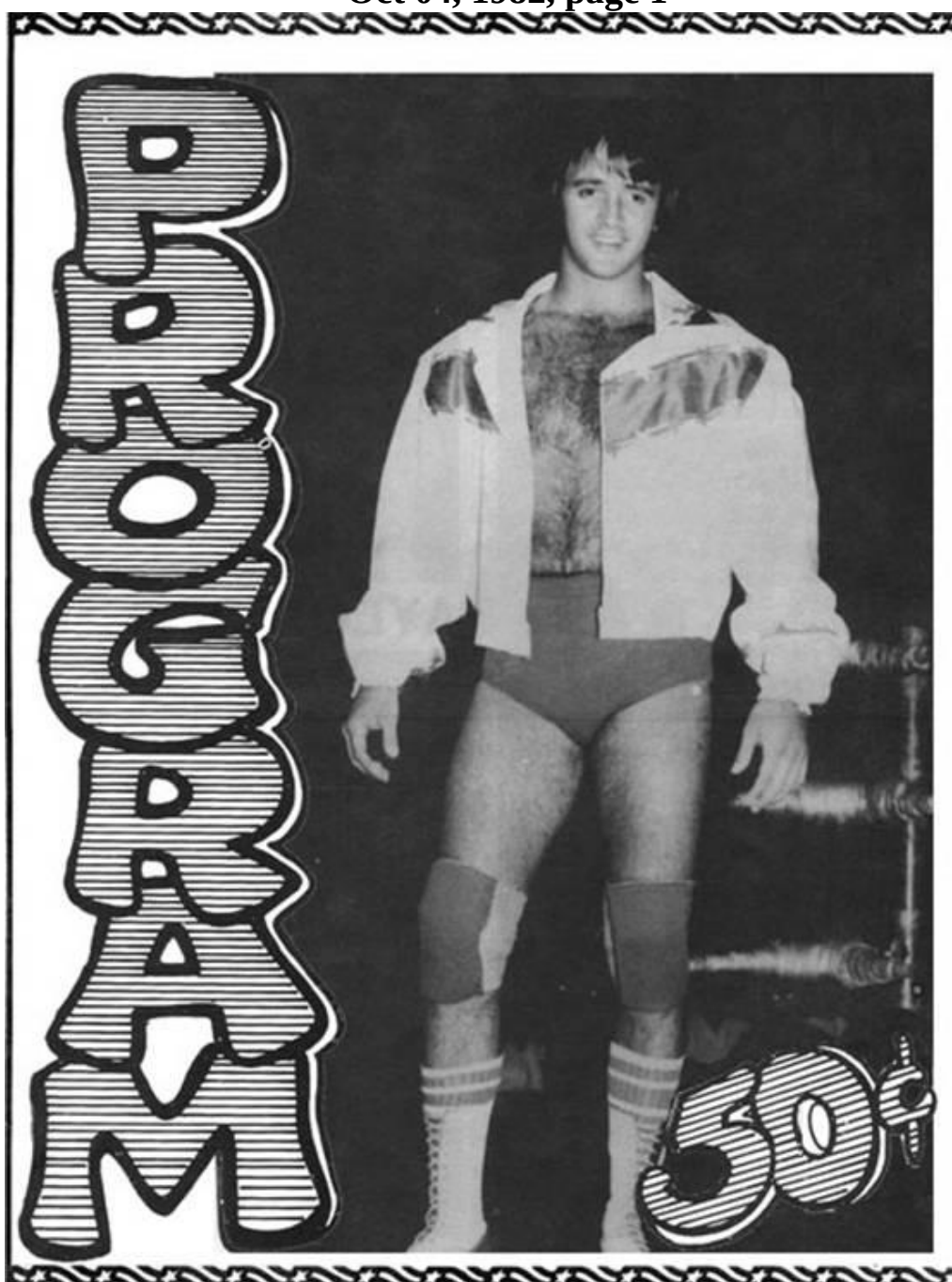
October 1982 Jarrett Promotion Schedule

- Fri Oct 01: Tupelo, MS
- Sat Oct 02: Memphis TV & Nashville, TN

- Sun Oct 03: Jackson, TN
- Mon Oct 04: Memphis, TN
- Tue Oct 05: Louisville, KY
- Wed Oct 06: Evansville, IN
- Thu Oct 07: Radcliff, KY
- Fri Oct 08: Tupelo, MS
- Sat Oct 09: Memphis TV
- Sun Oct 10: Lexington, KY
- Mon Oct 11: Memphis, TN
- Tue Oct 12: Louisville, KY
- Wed Oct 13: Evansville, IN
- Thu Oct 14: Amory, MS & Owensboro, KY
- Fri Oct 15: Blytheville, AR
- Sat Oct 16: Memphis TV & Nashville, TN
- Sun Oct 17: Idle
- Mon Oct 18: Memphis, TN
- Tue Oct 19: Louisville, KY
- Wed Oct 20: Evansville, IN
- Thu Oct 21: Nicholasville, KY
- Fri Oct 22: Hornsby, TN
- Sat Oct 23: Memphis TV & Savannah, TN
- Sun Oct 24: Idle
- Mon Oct 25: Memphis, TN
- Tue Oct 26: Louisville, KY
- Wed Oct 27: Evansville, IN
- Thu Oct 28: Nashville, TN
- Fri Oct 29: Brownsville, TN
- Sat Oct 30: Memphis TV & Jonesboro, AR
- Sun Oct 31: Idle

Another month of averaging more than one show a day. The total for October was 33 events. This schedule was beyond hectic (and borderline manic), but the wrestlers still travelled the roads, day in and day out. As you look at these schedules at the end of every chapter, you quickly start to understand how the wrestlers could easily put more than 100,000 miles a year on their cars.

Oct 04, 1982, page 1





JIMMY HART PRESENTS: THE NEW YORK DOLLS!

One of First Family President Jimmy Hart's most surprising moves ever came just recently, when he unveiled his newest entry into the Tag Team World, the New York Dolls. Surprising not just because of the name, but because in addition to International Star Rick "The Dog" McGraw, the second member of the team has been a Family member for nearly two years—The Dream Machine!

We tried to have some official photos taken of the team, but our new photographer was turned away from the Doll's dressing room because he hadn't come in formal evening attire. So to get an interview we called Hart on the phone, where he couldn't see what we were wearing, and this is his statement:

"All of you out there are wondering, what's Hart doing, what's Hart got in mind?" What I have in mind, you idiots, is to bring you the greatest tag team in all the world, whether you like it or not! I saw that I had two men in

the Family who fit together like 2 pieces of a jigsaw puzzle, and it was not only my wish but my DUTY to bring them together."

"Rick 'The Dog' McGraw, a nationally known and ranked star, who has wrestled all over the world, and one of the strongest men on the mat, The Dream Machine, one of the toughest men I've ever managed, former Southern and Mid-America Heavyweight Champion. What a natural combination!"

"But first, ol' Jimmy had to weave that magic spell of mine, Dream had been in a slump, wasn't up to his potential. He got sidetracked with J. J. Dillon, he strayed from the fold. He had put that mask on years ago to get confidence, but he kept it too long and finally it started taking that confidence away. Being brilliant, I saw this immediately, and took it off of him."

"Now, with the New York Dolls together, NO team can stop them! What Jimmy Hart has joined together, let no man put asunder!"

**Memphis, Tenn.
Monday, Oct. 4
8:00 P.M.**

**MAIN EVENT
Southern Heavy Weight
Title Match**

Jerry Lawler

-vs-

Dutch Mantell

**Southern Tag Team
Title Match**

**Sweet Brown Sugar &
Bobby Eaton**

-vs-

Jacque & Phillip Rougeau

**Return: W.W.A. World Tag
Team Title Match**

The New York Dolls w/Hart

-vs-

Steve Regal & Spike Huber

Kimala #1 & Kimala #2

-vs-

Stan Lane & Terry Taylor

Buddy Landell

-vs-

The Spoiler

Bobby Fulton

-vs-

Carl Fergie

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Lawler regains title

Jerry Lawler reigns today as the Southern heavyweight champion, retaining his title by defeating Dutch Mantell on a disqualification in the main event of the weekly professional wrestling card at the Mid-South Coliseum.

In other bouts last night before 4,699, Sweet Brown Sugar and Bobby Eaton lost on a disqualification to Kimala and Jacques Rougeau but retained their Southern heavyweight tag-team belts; the New York Dolls remained the World tag-team champions as their match with Steve Regal and Spike Huber was ruled a double disqualification; Carl Fergie pinned Bobby Fulton; Buddie Landell beat The Spoiler; and Stan Lane and Terry Taylor teamed to defeat Carl Fergie and Kimala.

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THE OLD KING RETURNS!

"I've still been successful, I've won 70 or 80 percent of my matches, but I've also been absorbing a tremendous beating, and it's harder and harder for me to get out of bed every day, and several things have happened recently brought this to my attention. I got to thinking, and remembering back to those old days, not only did I win about 99 percent of my matches, but I never got my head busted open, or my brains kicked out, or the internal bleeding or other injuries I've had."

"It was my tactics. I did unto others BEFORE they could do unto me. But to earn the people's respect, I left those tactics behind me. Now don't get me wrong, I love my fans, I'm glad they think of me as their king. I enjoy the good times we've had together. But the fact they have to understand, is that they don't take my beatings for me. I have to do that, and it's getting harder every day."

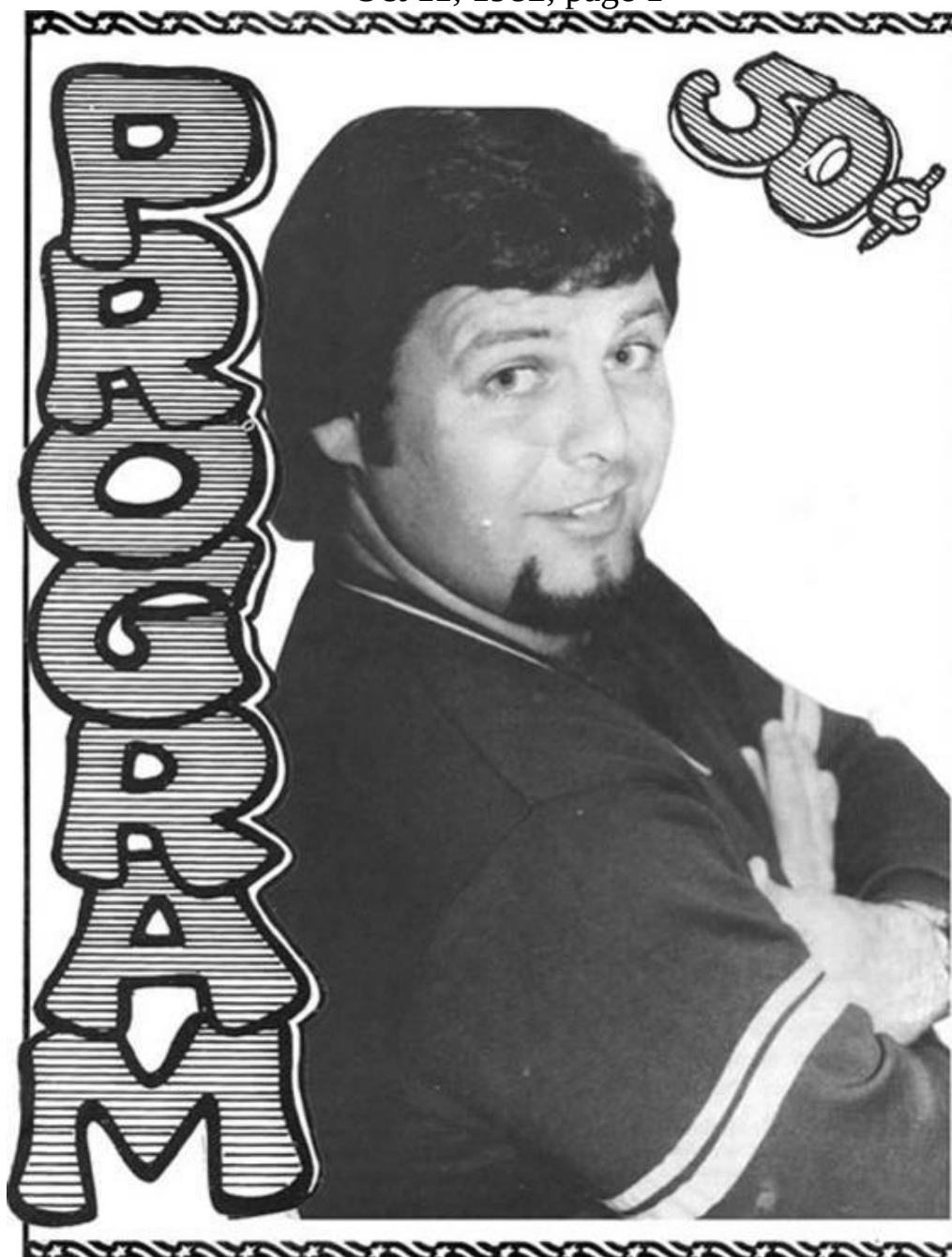
"Now more than ever, with Hart doing everything but calling out the National Guard to retire me and everyone using anything they can to cripple me, I need to be in my old form. I'm going BACK to those tactics. I'm going to use ALL means at my disposal. It's a matter of preservation. If I lose a few people's respect, that's better than losing my life! The "Old" King is back, and this time it's to stay!"

Jerry "The King" Lawler, Southern Heavyweight Champion and one of the greatest wrestlers ever to appear here, has of late been in a slump. Not a slump in regards to win or loss records, no, he has still won a majority of his bouts, but he has been in a slump in regards to his timing in matches. He has been absorbing a great deal of punishment recently, far beyond what the Jerry Lawler of five years ago would have. The reason, really, is simple—tactics.

It's no secret that there was a time when Lawler was not so popular, well, perhaps we'd better let him explain it.

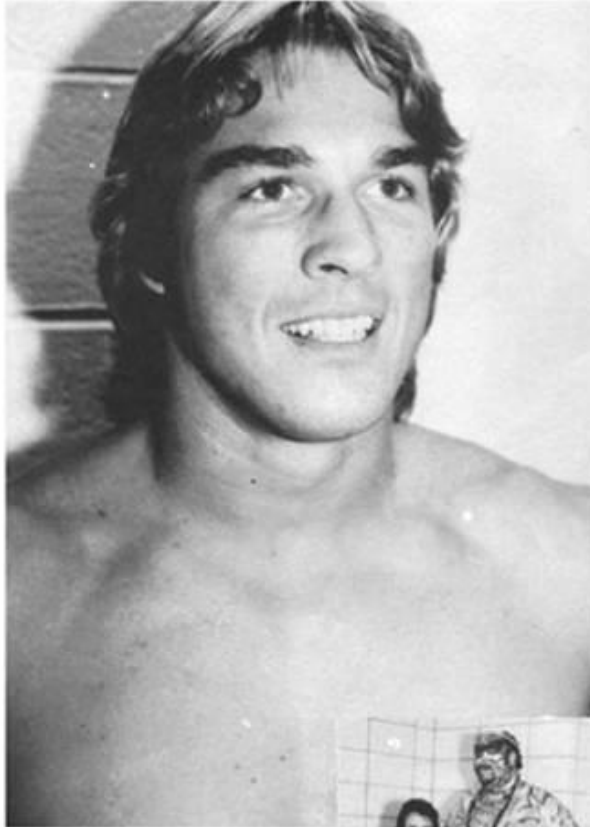
"Years ago, when I didn't exactly have my thinking in the right channels," he said, "I wasn't very popular around here. I did a lot of things I can't be proud of, and I used tactics that made Hart's guys look like Jerry Falwell. Finally, I came around, I straightened up, and acted like a king SHOULD act, and earned the people's respect. But to do that, I left those tactics behind."

Oct 11, 1982, page 1



CAPSULE PROFILES OF THE CHAMPIONSHIP WRESTLING STARS!

TERRY TAYLOR—The outstanding young Floridian currently teaming with newcomer Jacques Rougeau, Jr. in an attempt to stop Sugar and Eaton's reign of terror.



KIMALA and his ASSISTANT—With two men this uncommunicative, you never know WHAT they're thinking!

JIMMY HART and his new discovery KIMALA #2—A man simply awesome in size but strangely "familiar."



REFEREES PAUL MORTON and THOMAS MARLIN—Two of the finest officials in all of the sport of wrestling, ones we can be proud to have in this area.

**Memphis, Tenn.
Monday, Oct. 11
8:00 P.M.**

**Southern Heavy Weight
Title Match**

Jerry Lawler

-VS-

Nick Bockwinkle

**The New York Dolls
w/Jimmy Hart**

-VS-

**The Fabulous Ones
w/Jackie Fargo**

Return Grudge Match

**Sweet Brown Sugar &
Bobby Eaton**

-VS-

Terry Taylor & Jacque Rougeau

Jimmy Hart & Kimala #2

-VS-

Kimala & Kimala's Asst.

Steve Regal & Spike Huber

-VS-

The Shepherders

Dutch Mantell -vs- The Angel

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Lawler loses crown

Nick Bockwinkle began his reign today as the Southern heavyweight champion following his defeat of Jerry Lawler in the main event of the weekly professional wrestling card at the Mid-South Coliseum.

In other matches before 6,655 fans last night, the match between the New York Dolls and the Fabulous Ones was declared no contest; the team of Steve Regal and Spike Huber defeated the Shepherders; Jimmy Hart and Kimala No. 2 combined to beat Kimala and Kimala's assistant; Terry Taylor and Jacque Rougeau pinned Sweet Brown Sugar and Bobby Eaton; and Dutch Mantell won over The Angel.

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CAPSULE PROFILES OF THE CHAMPIONSHIP WRESTLING STARS!

"THE KING", JERRY LAWLER—Riding the biggest wave of fame of his entire career, he plans to roll right into the World Heavyweight Championship by defeating Nature Boy Rick Flair when Flair returns to the area.



SUGAR, EATON and HART—Three of the deadliest men in wrestling. Sugar and Eaton have put more wrestlers out with injuries than any other team, and it appears they can't be stopped.



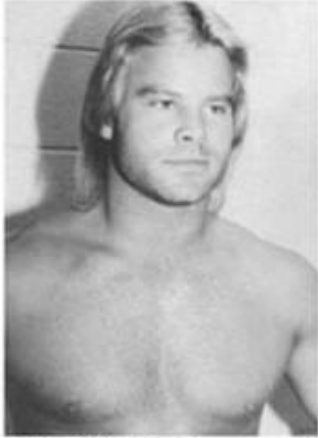
BOBBY FULTON—The exciting competitor from Columbus, Ohio, has looked better than ever in his recent matches.



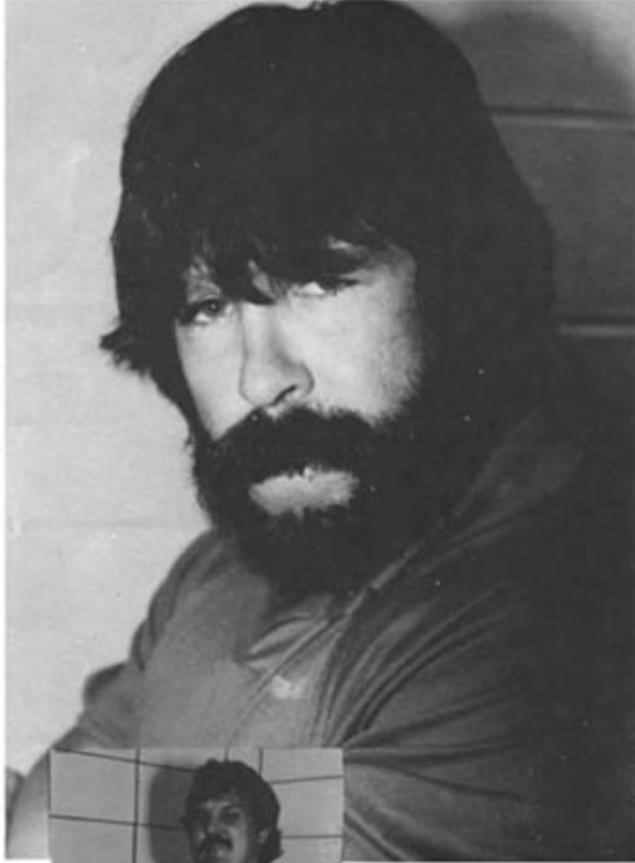
STEVE KEIRN—Out of action now at the hands of Sugar and Eaton, Steve hopes to be returning to the ring soon.

CAPSULE PROFILES OF THE CHAMPIONSHIP WRESTLING STARS!

DUTCH MANTELL—An intense, complicated man with much on his mind—he's straight forward with the fans but at times still leaves them wondering.



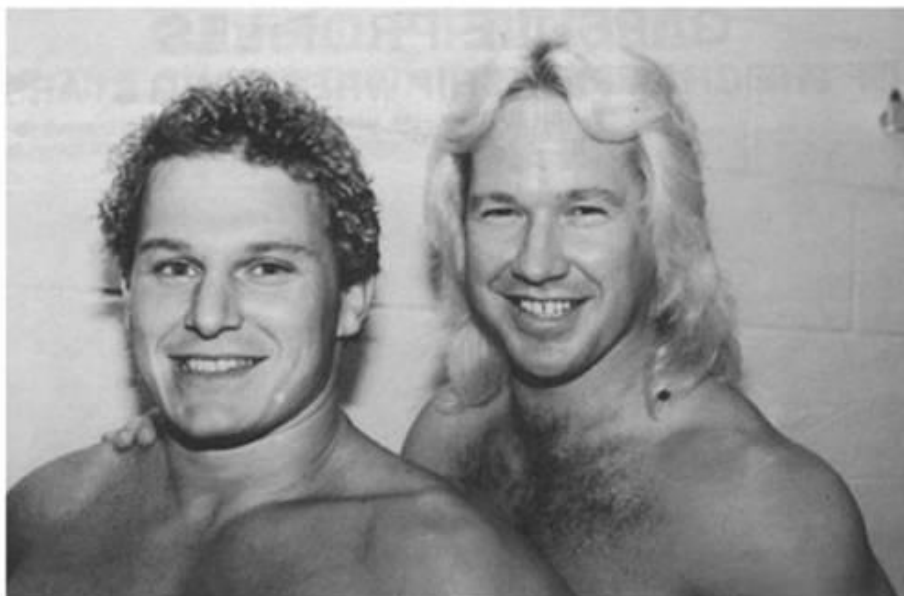
STAN LANE—Popular young star who continues to thrill everyone with both his wrestling skills and his martial arts knowledge.



RICK "THE DOG" MCGRAW—International known star and one half of Jimmy Hart's cocky New York Dolls, the new WWA World Tag Team Champions.



CARL FERGIE is still very proud of his "Family" ties—not to his cousin Jerry Lawler's family, but that of Jimmy Hart.



SPIKE HUBER and STEVE REGAL—The dynamic duo from Indianapolis, Indiana who are currently mounting a campaign to regain the WWA World Tag Titles from the New York Dolls.

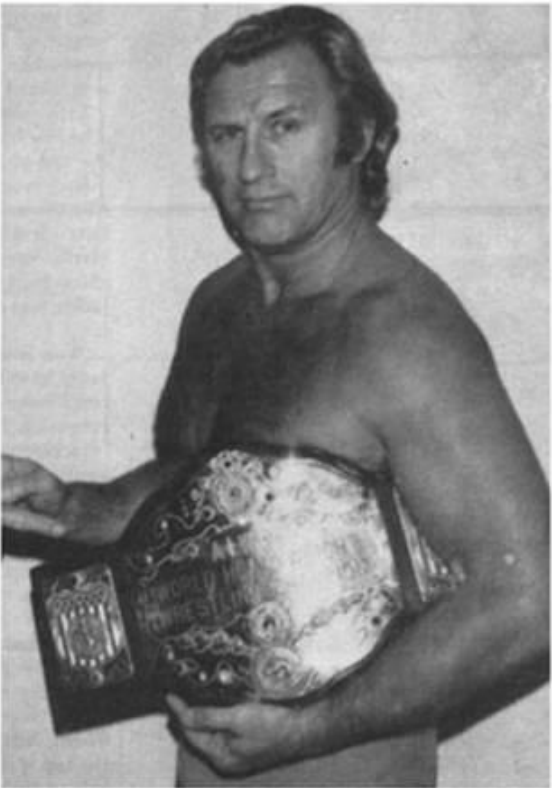


JIMMY HART—Manager extraordinaire and president of the First Family, it's safe to say he wouldn't be elected if the voting were up to the fans.

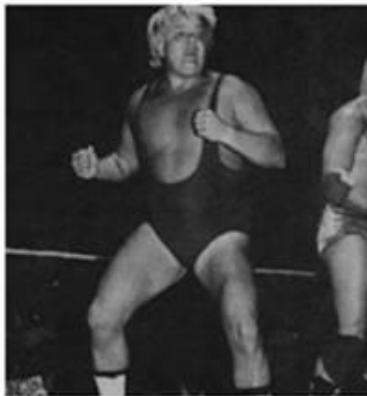


JIMMY CORNETTE—The newest face in the managerial scene continues to wave large amounts of his family's money around in an effort to sign top wrestlers. Some athletes may not stand up under that kind of pressure.

***New
Southern
Heavyweight
Champion
Nick
Bockwinkle***



THE FABULOUS ONES,—OR THE DOLLS? WHICH IS IMITATION?



To listen to Jimmy Hart tell it lately, he'd found a cure for cancer, gasoline for 25¢ a gallon and a good 5¢ cigar. The First Family president was extremely enthusiastic, and rightfully so, over the New York Dolls, one of

the strongest tag teams he had fielded in his career. Yes, Jimmy Hart has been on top of the world, which his Dolls won for him by defeating Huber and Regal for the WWA World Tag Team Belts.

Jackie Fargo, was not so pleased. If you need an introduction to the Fabulous Jackie Fargo, you're not very old. He, along with his brother Don, were the greatest tag team of the 50's and early 60's. They were World Tag Team Champions, and they set attendance records from Boston to Los Angeles. The fabulous Fargos were the epitome of tag team wrestling.

Then, Jackie Fargo came to this area. For nearly twenty years he was THE man, THE wrestler to beat, THE star of the mid-south. He waded through competition like butter, became the most popular wrestler ever to appear here, and liked it enough to stay. For the younger fans, Jackie Fargo was to wrestling here then what Jerry Lawler is now—the King, although he never proclaimed himself.

Last year, after wrestling a reduced schedule for a few years, Jackie retired. It was the end of an era.

Just recently, Fargo watched Championship Wrestling on TV. What he saw made his fists clench and his face turn red. Jimmy Hart's New York Dolls, to him, looked like cheap imitations of the Fabulous Fargos and Jackie was determined to do something about it.

"You live something," he said, "For thirty years, give it sweat, blood, work, build it, and some poke who got into wrestling on a free ride takes it for himself. Not this time!"

Jackie has recruited the only two men in the world, he says, who can have permission to be the Fabulous Ones. Steve Keirn and Stan Lane—already two of the finest wrestlers in the world. In them, he intends to let the Fabulous Ones live again, to destroy any imitators.

"THEY are the imitations!" Hart says. "THEY have the beards, the clothes, the look of the New York Dolls, and they'll be the ones to pay for Fargo's interference!"

The New York Dolls, the World Tag Team Champions, and the Fabulous Ones, two of the top wrestlers in the world with a legend behind them. THIS will be something to see.

**Memphis, Tenn.
Mon., Oct. 18 8 P.M.**

5 MAIN EVENTS

**Return Southern Heavy
Weight Title Match
"Pile Driver Legal"**
Nick Bockwinkle

-VS-

Jerry Lawler

**Manager's Dream Match
No D.Q.**

The Fabulous Ones
w/Jackie Fargo

-VS-

The York Dolls w/Hart

**Southern Tag Team
Title Match**

Sweet Brown Sugar &
Bobby Eaton

-VS-

Jacque Rougeau &
Terry Taylor

Return Grudge Match
The Shepherders

-VS-

Steve Regal & Spike Huber

**Mid America Heavy Weight
Title Match**
Dutch Mantell

-VS-

Crusher Broomfield

6 Man Tag Team Match

Robt Gibson - Buddy Landell
Bobby Fulton

-VS-

Carl Fergie - The Spoiler
The Angel

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Lawler loses again

Jerry Lawler is still looking today for a way to beat Nick Bockwinkle after losing to the veteran for the second straight week in a match for the Southern heavyweight wrestling title.

In other matches last night before about 5,000 at the Mid-South Coliseum, The Fabulous Ones beat The New York Dolls; Sweet Brown Sugar and Bobby Eaton remained the Southern heavyweight tag champions by beating Jacque Rougeau and Terry Taylor; Dutch Mantell retained his Mid-America title bout with a win over Crusher Broomfield; The Shepherders defeated Steve Regal and Spike Huber; and the team of Robert Gibson, Buddy Landell and Bobby Fulton won over Carl Fergie, The Spoiler and The Angel.

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BOCKWINKLE- SOUTHERN HEAVYWEIGHT CHAMPION

Maybe it was strain of the rigorous schedule he's kept lately, maybe it was the pressure of driving toward the World Championship, or maybe he just ran up against a better man. Jerry Lawler may not be certain of the cause, but one thing is certain, he is no longer the Southern Heavyweight Champion. Last Monday night in Memphis, Tennessee, Nick Bockwinkel defeated the King and took the title home with him to Minnesota. After the match, we talked to Bockwinkel, "I don't want to hear any excuses, Lawler was at his best out there tonight . . . trouble is, his best just isn't good enough to beat me!" "I know he's been defending against a lot of top wrestlers in the country lately and he's been successful, but tonight he was up against the best wrestler in the world and I think the outcome speaks for itself!"

Lawler was unavailable for comment after the match but inside sources told us he was very, very upset about the loss. So as it stands, the King's express toward the World Championship has been sidetracked, and Nick Bockwinkel is the new man in the drivers seat. We don't expect Lawler to take this lying down . . . he's come too far to stop now, but Bockwinkel may prove to be a roadblock even the "King" can't get past!



ACTION PHOTOS!



THE END OF A FRIENDSHIP?



Dutch Mantell is a man of firm ideas. Sometimes it's not clearly apparent to others what those ideas are, but Dutch is always sure. So we should have known something was up when he just recently signed with Jim Cornette and made the whining young rich kid his manager. What was up was made abundantly clear when after only a week he fired Cornette and tore up the contract and a portrait of the two in front of millions on TV's "Championship Wrestling."

"I'm not like a lot of other guys around here." Dutch said in an interview a few days ago. "I didn't mind taking the goof for a ride, because he does have a heck of a lot of money. But after one match I saw that he'd cost me

more money than he would ever make me. And besides that, you wouldn't believe having to travel with this guy. He wears boxer shorts, sleeps in polka dotted pajamas, wouldn't let me smoke cigars in his hotel rooms, call his mother every night to check in with her, and nearly made me late to the match trying to find a Wall Street Journal!"

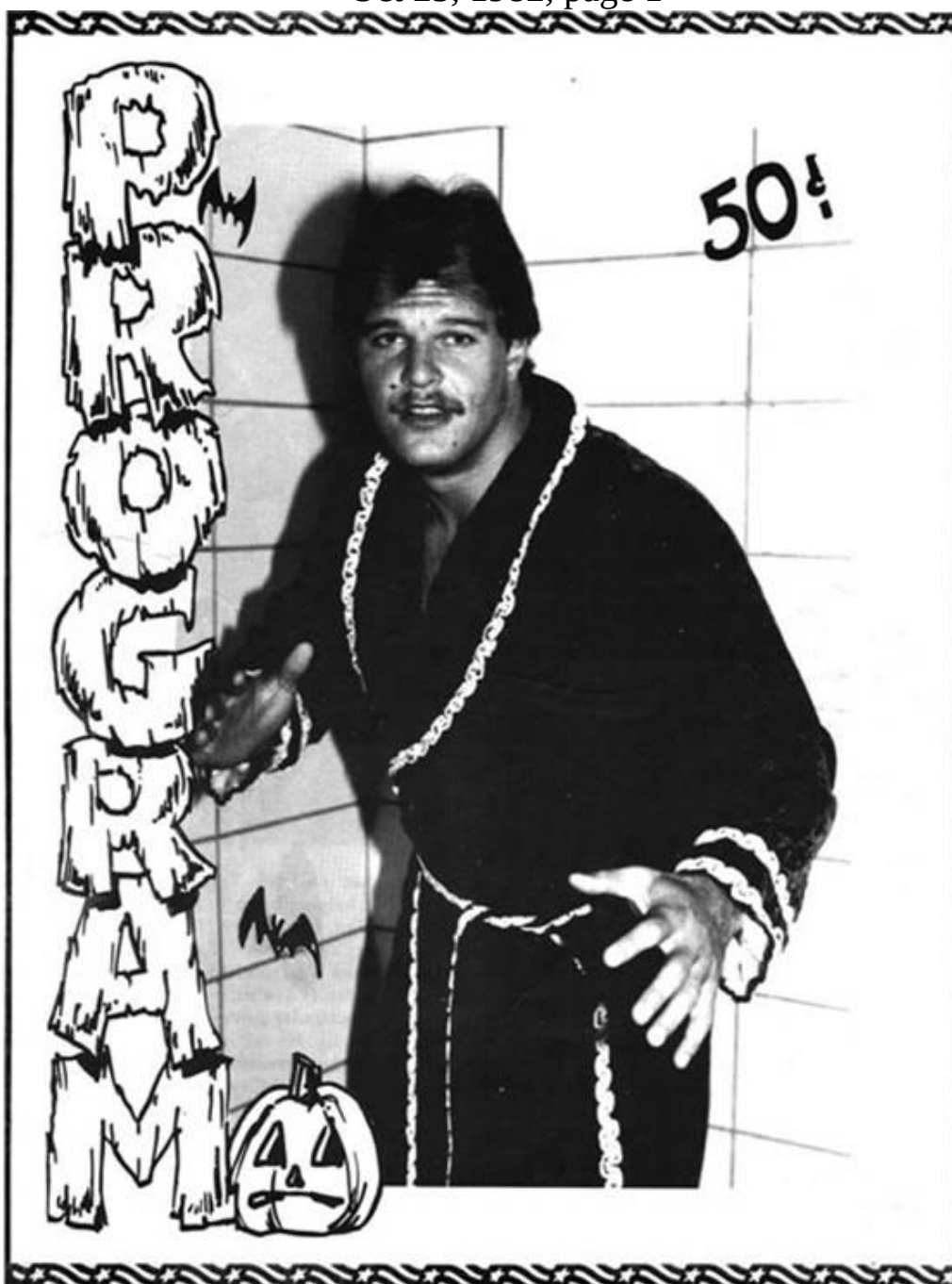
"It got to where he wouldn't even let me talk to girls! Now don't get me wrong, the guy's not funny, (I don't THINK), but he won't go out with a girl unless his mother ok's it. A lot of people think Cornette is stupid, and that's the only place they're wrong about him. If you can call understanding the stock report smart, or knowing which fork to use with the salad, or knowing all the winners of the world yachting cup trophies, then he's a smart guy. But when it comes to everyday life, this guy has lived in a bottle all his life. He thinks he's better than everybody else and he's got a big empty place where his guts ought to be. Even for money, I can't take that!"

Cornette, understandably, had a different outlook:

"I have never been so outraged in my life!" he said. "I spent a lot of money on that hick, motels, restaurants, tobacco shops, liquor stores, drove him around and paid him well. I had to listen to that disgusting country and western music, and put up with him signing autographs for these ignorant fans. I thought it might have worked, but a person who wants to be liked by the working classes has no position with me. But It was criminal of him to take my hospitality and then desert me. I promise you, I'll see him paid back for that!"

The one thing we overlook about Cornette is that as long as he is so free with money, he is a dangerous man. His irresponsibility and childishness with a fortune like that could see someone injured, because not everyone has the scruples of Dutch Mantell.

Oct 25, 1982, page 1



JACQUES ROUGEAU— WOW!

The only word you hear coming from the mouths of the fans here when watching new comer Jacques Rougeau is reflected in this article's title—Wow! It seems superlatives pale in comparison to the talents of the young French Canadian from Montreal, Quebec, and when watching him most people are reduced to open-mouthed awe.

It's been that way for quite some time in Rougeau's career, even though he is still in his early twenties. His talent appeared early and came naturally, since both his father and uncle are legends in wrestling in his Canadian homeland. Jacques has already held quite a number of titles, most prestigious being the Southeastern Heavyweight Championship which he captured while touring Alabama.

Now, the sensational youngster is here ready to add more titles to his credit. The one he seems intent on taking at the moment is the Southern Tag Team Championship, currently held by Sweet Brown Sugar and Beautiful Bobby Eaton. The reason for this is because Eaton, Sugar and Hart attempted to humiliate Rougeau in his first TV appearance here, disrupting his interview and calling him "Jacques Cousteau." For a man as proud as Rougeau, that is an act that must be avenged.



Jacques has enlisted Terry Taylor as is partner in helping bring to a halt Sugar and Eaton's reign, but Jimmy Hart has just one thing to say about that—"Fat Chance!"

It could be a large chance indeed. In the ring, Rougeau is a whirlwind of action, and his most spectacular move is undoubtedly the flying dropkick. He delivers it from both the mat AND the turnbuckles, and with his incredible leaping ability that results in both a thing of beauty to watch and an instrument of deadly destruction to be struck with.

We've said it before, but it is especially true in this case, Jacques Rougeau is a man to watch!

Oct 25, 1982, page 3

**Memphis, Tenn.
Mon., Oct. 25 8 P.M.**

**MAIN EVENT
Return Southern Heavy
Weight Title Match**

Nick Bockwinkle
-vs-
Jerry Lawler

**No D.Q.
Southern Tag Team
Title Match**
Sweet Brown Sugar &
Bobby Eaton

-vs-
The Fabulous Ones
w/Jackie Fargo

**W.W.A. World Tag Team
Title Match**
New York Dolls w/Hart

-vs-
Jacque Rougeau &
Terry Taylor

Bill Dundee
-vs-
Crusher Broomfield

The Shepherders
-vs-
Dutch Mantell & Buddy Landell

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Jerry Lawler wins

Jerry Lawler finally beat Nick Bockwinkle, but he has nothing to show for it today. After losing to him the last two weeks, Lawler was declared the winner last night in the main event of the weekly professional wrestling card at the Mid-South Coliseum, but Bockwinkle was allowed to remain the Southern heavyweight champion because Lawler won on a disqualification.

In other bouts before 5,847, the Fabulous Ones became the new Southern tag-team champions by beating the team of Sweet Brown Sugar and Bobby Eaton; the New York Dolls remained the World tag-team champions by pinning Jacque Rougeau and Terry Taylor; The Shepherders won by disqualification over Dutch Mantell and Bill Dundee; Crusher Broomfield pinned Buddy Landell; and the team of Steve Regal and Spike Huber won over Carl Fergie and The Angel.

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**STAR SHOTS!
SWEET
BROWN SUGAR
AND
BEAUTIFUL
BOBBY EATON**



THE SHEEPHERDERS— SOLIDERS OF FORTUNE!

The Shepherders are here! Johnathan Boyd and Luke Williams, the two New Zealanders who have been making wrestling history, have entered the area and are already in the process of making their presence well-known to both the fans and the wrestlers here.

Although practically every wrestling fan and certainly all wrestlers have known of the Shepherders. Some of the fans may not know what an incredible background they have. We at Action Ringside are still investigating their records and will provide a full report next week, but suffice it to say they have not been a well-loved team anywhere they have competed.

The Shepherders, great wrestlers though they be, are not great sportsmen. They come from the old school of wrestling, where they learned to overwhelm opponents with their strength, brutality and numbers, then leave the man laying helpless on the canvas. If their opponents are not stretched out and unconscious at matches' end, the Shepherders feel THEY themselves have lost the bout.

Some men around the world are of the opinion that war is fun, that fighting, conflict, living dangerously with no care of the consequences is the only way to enjoy life, that only by going out and surviving the worst savagery man is capable of can you prove indeed that YOU are a man. Such a man is called a soldier of fortune, someone who makes his living as a mercenary, fighting wars for the highest bidder, going from country to country to fight in that nation's armed forces for huge sums of cash and rewards. The United States would not tolerate this, but for some smaller, under-developed countries, it is the only way to survive.



The Shepherders are soldiers of fortune. It's not known whether they have fought in the armed forces of some countries for money, but it is rumored. But they do fulfill the same purpose in the sport of wrestling. They travel from country to country, meeting and injuring the best that nation has to offer, garnering money and championships along the way.

Keep in mind--Living in such an atmosphere all their lives has hardened the Shepherders, do not expect mercy from them. Never expect them to ask for mercy as well. These men are strong, tough, hardened. One might say cruel as well. And their most glaring hatred seems to be of "Yanks," as they refer to Americans. Boyd and Williams make no friends, even among the wrestlers in their dressing room. They travel alone, eat alone, sleep alone and live alone. This team could be the most dangerous we have ever seen.



Jackie Fargo is still retired from active wrestling, but has become consultant for the revolutionary tag team of the Fabulous Ones!



Jimmy Hart's New York Dolls continue to hold the WWA World Tag Team Title, but have the stiffest competition ever in the form of the Fabulous Ones.

NAMES IN THE NEWS

Dutch Mantell still reigns as Mid-America Champion, but will have to face Jimmy Cornette's "Instrument of revenge," Crusher Broomfield.



Jerry Lawler is still waging a desperate battle to be on top of the ratings by the time NWA Champion Ric Flair returns.



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Chapter 11: Nov 1982

Guy Coffey And The Gimmick Table

One thing that hasn't been talked about much in the history of Memphis Wrestling is the important involvement of Guy and Bonnie Coffey. The Coffey's were in charge of the gimmick tables for the Memphis promotion. What's a gimmick table you ask? Well, if you've ever attended a wrestling event in Memphis and saw a table selling wrestler's photos, T-shirts, posters, DVDs, etc., that's a gimmick table. It is also known as a merchandise table.

For decades Mr. Coffey and his wife, Bonnie, ran the gimmick tables and helped a lot of young guys survive in the business. While the Memphis promotion was an excellent training ground for new, inexperienced wrestlers, it was also notorious for paying very little to the new talent. One thing that did help these guys was the gimmick tables. Each wrestler was responsible for getting together a set of photos (in 1982 they were 3 ½" by 5"). The wrestlers would usually get with the promotion's photographers at the time, guys like Scott Teal, Eddie Gilbert, Jim Cornette, Sam Lowe, etc., and make a deal for a stack of photos. With the photos in hand, the wrestler would drop them off to Mr. Coffey, who would then add them to his table. The deal was always the same; each photo would sell for \$2, which would be split 50-50 between the Coffey's and the wrestler. The Coffey's would even advance some of the boys money on their future photo sales.

Guy Coffey *"Heck, if we hadn't advanced money to some of those poor boys, they wouldn't have had money to eat that week."*

Dutch Mantell *"I know we've talked about it already, but the Fabs were real big. Their merch money would sometimes be more than their paychecks, which at that time were not small. Stan and Steve were having huge \$\$\$ weeks inside the ring and out. In those days, Jerry Jarrett let you handle your own merchandise; whatever you could earn from it was yours. He won't let you do that now. The Fabs did that for a good year and a half before it tapered off a tiny bit at the end. They were smart because every week they would have whole new sets of pictures they were selling at the gimmick tables and everyone just bought them up."*

“As for me and my merch sales...(we didn't call it merchandising then, we called it gimmick money), some of those days I was picking up anywhere from \$100 to \$200 a night just on 3x5 color photos that were sold at \$2 a pop. I would have made more but Lawler, Dundee and the Fabs were knocking it dead. Those capitalist bastards.”

Back in the 1982, wrestling promoters in general (including Jerry Jarrett) weren't taking a cut of the gimmick table sales. They didn't think there was any money to be made off of selling a few pictures here and there. In just a few short years, Vince McMahon's WWF would pioneer wrestling merchandising and figure out exactly how lucrative it could really be. From photos, T-shirts and posters to books, DVDs and movies, the WWE now has every conceivable piece of merchandising you can think of.

For decades, Guy Coffey was the manager of the Ellis Auditorium as well as when it was later renovated into the Cook Convention Center. Upon his retirement in the early 1980s, Mr. Coffey went to work full time for the Jarrett promotion. Another job that Mr. Coffey had for many years was serving on the Tennessee State Athletic Commission. In the days of kayfabe, professional wrestling was still considered a 'real' sport and was sanctioned through the State Athletic Commission. For years this helped Jerry Jarrett keep things in his favor in his home state. If an opposing 'outlaw' wrestling promotion would set up shop in west Tennessee, Mr. Coffey would make a visit into the promotion to make sure their paperwork was up to date and everything was fully in compliance. It should come as no surprise there was always something wrong and the commission would shut the promotion down.

Guy Coffey *“I remember once back in the late 1970s when Jerry agreed to help a guy out who wanted to run some shows out of Dyersburg, Tn. The problem was this guy couldn't get a promoter's license in the state of Tennessee so he made an arrangement with Jerry Jarrett. The deal was he could run Dyersburg under Jerry's promotion license as long as he agreed to pay a small fee from each show to Jerry. The guy also had to agree to use and pay Jerry's talent for those shows. Well, after a couple of weeks Jarrett's wrestlers were no longer being used and the guy had stopped sending any money to Jarrett. His shows, however, were continuing with half-rate wrestlers.*

“I drove up to Dyersburg a few hours before their next scheduled show. I stopped at the Dyersburg police station before hand and we all headed

over to the promoter's office. When we got there, I told him his licensing was not in compliance and that as an agent of the State Athletic Commission, I was shutting him down. He pulled out Jarrett's license from their agreement and I pulled out a notarized letter that explained the Dyersburg promoter had broken his contract and Jerry Jarrett, his license and wrestlers were no longer involved in any agreement with this Dyersburg group. The guy was shut down on the spot."

While not the most well known Memphian, Guy was always in the mix of things. Mr. Coffey had employed Elvis Presley's father as a security guard a few years before Elvis became a worldwide phenomenon. He also hired a 10-year-old kid back in the late 1950s to sell Cokes at the Monday night wrestling cards. Years later, after Ellis Auditorium was nothing but a memory, that kid had grown up to be the greatest wrestling manager the Memphis territory ever saw, Jimmy Hart. There are many stories like this about Mr. Coffey. He's a little guy with a huge heart.

Jerry Jarrett "Guy and Mrs. Coffey would do about anything they were asked to do at the matches. They loved the business and the wrestlers and would never complain when one of the boys would ask for Cokes or food from the concession stands. Guy has been time keeper, announcer, ticket-taker and helped set up the chairs in little spot shows. I also felt a soft spot because Guy helped me when I had my war with Nick Gulas. Guy ran the old Ellis Auditorium in downtown Memphis. When we first went in business, the Mid South was under contract to Gulas, so I had to move to another building. Guy really jumped in and helped me."

Jerry Calhoun "Guy Coffey and I would always play cards at the Saturday morning show and at the Monday night shows. There were times I would be late to get out there and they would be yelling for Calhoun to get to the ring all because I was busy playing cards with Mr. Coffey."

Guy Coffey "I had a real hard time when my wife passed away. It hit me pretty hard. I stopped going to the weekend shows and everything. After some time had passed, Jerry Lawler called me and told me he was taking me to the shows that weekend. I told Jerry that I didn't want to go but he wouldn't take no for an answer, and to this day still takes me to the local shows he goes to. Jerry Lawler has been a true friend to me when I needed one most. He always was a good kid."

"I remember when Andy Kaufman came to town. We had a ton of people around that week. I was there with Andy and Jimmy Hart when an out-of-

town photographer wanted to take a picture of Andy and Jimmy. Jimmy was all for it and when the photographer asked me to get out of the picture, Jimmy stopped the guy and said 'No, I want him in the picture. This is Mr. Coffey, without him there never would have been a Jimmy Hart.' I never said anything about it, but it meant a lot when Jimmy stood up for me like that."

The Fabs Are Taking Over

The biggest thing going on in Memphis as November starts was the Fabulous Ones. The final card of October saw the Southern tag tiles going around the waist of the Fabs. The fans could not get enough of them. On the Saturday morning show every week, they kept having to rerun their first music video because of all the fan requests. Male and female fans were going crazy for Jackie Fargo's boys.

On the Nov. 1 card, Jackie Fargo's feud with Jimmy Hart took center stage as he and his Fabulous Ones teamed up with Jerry Lawler and Bill Dundee against Jimmy Hart and his men—Bobby Eaton, Sweet Brown Sugar, Dream Machine and Rick McGraw. This crazy bout ended up in a 'no contest,' but also on that card the Fabulous Ones got another big win over Bobby Eaton and Sweet Brown Sugar.

The Nov. 8 card saw the Fabs successfully turn back the challenge from Jim Cornette's formidable team of Jesse Barr and Crusher Broomfield. On the same card, Jackie Fargo was finally able to get his hands on Jimmy Hart in a lumberjack match. Jackie won the match but not before he took one of those lumberjack belts to the backside of Jimmy Hart.

Unfinished business with Jimmy Hart's New York Dolls was up next. The Nov. 15 card featured a main event of the Dolls and their WWA World tag titles going up against the Fabs and their Southern tag titles. The Fabs refused to let up on the Dolls and were disqualified in the end. The DQ loss didn't bother the fans at all, and the Fabs' momentum continued to rise. It seemed as if nothing could stop them.

On Nov. 22, the Fabs did suffer a minor setback as they dropped the Southern tag titles to Dream Machine and Bobby Eaton. The next week it took the Fabs putting up their hair for Jimmy Hart to agree to put the Tag belts on the line. Jimmy figured if his guys could shave the heads of the Fabs, all the fans wouldn't be cheering for two bald wrestlers and they would fade away. It was a great plan, but Stan and Steve ruined it when they got the win over Dream and Eaton, along with the Southern tag belts.

Steve Keirn *“Stan was a great partner and an awesome friend, we blended well. I was surprised at the instant fan reaction but I loved every minute of it.”*

Jim Cornette’s Revenge

For the past month, Jim Cornette had been trying to get revenge against Dutch Mantell. Jim felt he was wronged after being publically fired by Dutch on the Saturday morning show back in early October. Over the past few weeks, Cornette was finally able to get some people in his stable of wrestlers. Jim named his stable his ‘Dynasty’.

As November starts, Jim’s newest Dynasty member, Jesse Barr, challenged Dutch Mantell for his Mid-America title. On the Nov. 1 card, Barr won by DQ over Dutch. Nov. 15 was the next match between the two and thanks to Jim Cornette’s interference, Jesse Barr got the win over Dutch and the Mid-America title as well.

Jim Cornette’s happiness was soon cut short, however, as on Nov. 22, Dutch won the Mid-America title in a rematch against Jesse Barr. In that match, Dutch had brought along Bobby Fulton to not only be in his corner but to counteract opposing manager Jim Cornette.

Jim Cornette did get some measure of revenge on Nov. 29 when another Dynasty member, Apocalypse (Mike Boyette) defeated Dutch for the Mid-America title.

Lawler versus Bockwinkel Concludes

October had not been the best month for Jerry Lawler. AWA World champion Nick Bockwinkel came to Memphis, took Lawler’s Southern title and was able to retain the title in two subsequent rematches. The fans knew November could not help but be better for the King.

On Nov. 8, it took Jerry putting his hair on the line to get another shot at Nick’s Southern title. This match was as epic a battle as the two had fought against each other so far. Back and forth the match went. Nick got many 2 ½ counts on the King and the fans wondered if he would indeed lose his hair that night. At the end of the match and for the first time since they had started having matches against one another back in 1978, Jerry Lawler got a clean win over Nick Bockwinkel in the middle of the ring. Jerry Lawler got his Southern title back.

This feud was also important for another reason—it allowed Jerry Lawler to show the fans he could pin a current world champion in the center of the ring, because Bockwinkel was the current AWA World

champion as well. The Memphis fans always knew he could do it, but for whatever reason it had never happened before. All of these factors would come into play in December when Nick would return to Memphis to put the AWA World title on the line against a hungry Jerry Lawler and the fans were ready for a title change!

The King's All Over The Place

Despite getting back his Southern title from Nick Bockwinkel on Nov. 8, Jerry Lawler's November was all over the place. The first card of the month the King got a win over the Dream Machine and was also a part of Jackie Fargo's five-man team that went against Jimmy Hart's five-man team. The Nov. 15 card saw Lawler drop the Southern heavyweight title in a handicap match against Jimmy Hart and Sabu (Cocoa Samoa). Sabu had a gimmick that was almost identical to that of his brother, Superfly Jimmy Snuka. There were a lot of karate chops, flying maneuvers and high-impact flying bodypresses. Initially after the loss it was announced at the Coliseum that Hart was the Southern champ, but by the following Saturday morning's show, the promotion had put the title on Sabu. That card on the 15th also had Lawler doing double duty yet again and saw him and Bill Dundee going at it with the Shepherders.

Double duty was becoming the norm for the King as in a handicap match he defeated the team of Sweet Brown Sugar and Jimmy Hart on Nov. 22 before a rare tag loss with Bill Dundee against the Shepherders. Lawler and Dundee got back together quickly and on the last card of the month got some revenge and a win over the Shepherders.

The Southern Heavyweight Title

Nick Bockwinkel, Jerry Lawler and Sabu all held the Southern title during the month of November. Sabu was the only one of the three to get a successful title defense when he won by DQ over Bill Dundee Nov. 22. Sabu's luck ran out almost as quickly because on Nov. 29 he lost the title to Terry Taylor. As the month ended, Terry Taylor was now the fourth Southern heavyweight champion of the month.

Terry Taylor had been in Memphis for a little more than four months and had been slowly moving up the local rankings. He fit the mold of what Jerry Jarrett looked for, a good looking young guy with excellent work ethic and equally good ring work. Taylor had been so solid; he was an early candidate for the Fabulous Ones. Terry's first Southern title reign in Memphis would be a good one and lasted nearly two months.

Sheepherders Building Momentum

November was the second month for the Sheepherders to be in Memphis and they were learning their way around the territory. Nov. 1 saw the Kiwis (as they were nicknamed) get the win over up-and-comers Terry Taylor and Jacque Rougeau. Not taking the loss too well, Taylor and Rougeau challenged Boyd and Williams again on Nov. 8 but suffered the same result, a loss. The third time was a charm and on Nov. 15 Taylor and Rougeau finally got a win over Boyd and Williams in a vicious ‘coal miner’s glove’ match. After losing that match, the Sheepherders came back later on the card for an added ‘lights out’ match and won by DQ over Jerry Lawler and Bill Dundee.

After catching the attention of Jerry Lawler and Bill Dundee the previous week, things finally kicked into gear for the Sheepherders on Nov. 22 they got a huge win over Jerry Lawler and Bill Dundee. This win made the fans realize the Sheepherders were for real and not just a flash in the pan. Even though the Fabulous Ones were amazingly popular, they had only been around a month and their staying power was not known yet. Jerry Lawler and Bill Dundee were still looked at as the promotion’s most popular and top tag team, and had been since all the way back in 1977. The bottom line is a win over Lawler and Dundee was a big deal in the promotion as well as in the fan’s eyes.

The Sheepherder’s last match of the month was on Nov. 28 and they lost a ‘no time limit – no DQ’ match to Jerry Lawler and Bill Dundee. Even with the minor losses the Kiwis were suffering, their violence-centered ring work along with Jonathan Boyd’s promo cutting skills had the fans hating them more and more every time they saw them. As Jerry Jarrett always said, “Love and hate sells tickets!”

November 1982 Jarrett Promotion Schedule

- Mon Nov 01: Memphis, TN
- Tue Nov 02: Louisville, KY
- Wed Nov 03: Evansville, IN
- Thu Nov 04: Lexington, KY
- Fri Nov 05: Tupelo, MS
- Sat Nov 06: Memphis TV & Nashville, TN
- Sun Nov 07: Jackson, TN
- Mon Nov 08: Memphis, TN

- Tue Nov 09: Louisville, KY
- Wed Nov 10: Evansville, IN
- Thu Nov 11: Washington, IN
- Fri Nov 12: Tupelo, MS
- Sat Nov 13: Memphis TV & Nashville, TN
- Sun Nov 14: Idle
- Mon Nov 15: Memphis, TN
- Tue Nov 16: Louisville, KY
- Wed Nov 17: Evansville, IN
- Thu Nov 18: Huntingburg, IN
- Fri Nov 19: Tupelo, MS
- Sat Nov 20: Memphis TV & Nashville, TN
- Sun Nov 21: Idle
- Mon Nov 22: Memphis, TN
- Tue Nov 23: Louisville, KY
- Wed Nov 24: Evansville, IN
- Thu Nov 25: Indianapolis, IN
- Fri Nov 26: Tupelo, MS & Fort Wayne, IN
- Sat Nov 27: Memphis TV & North Vernon, IN
- Sun Nov 28: Idle
- Mon Nov 29: Memphis, TN
- Tue Nov 30: Louisville, KY

32 shows in 30 days and some of those days were holidays. A rare Indianapolis show happened on Thanksgiving. This was part of the deal Jarrett worked out with Dick the Bruiser and his WWA, the same deal that brought the world tag titles to Memphis.

Nov 01, 1982, page 1

*Jimmy Hart . . .
"Things Are Going My Way Now!"*



★ *Koko Ware* ★
Before and After Jimmy Hart!

*Remember when Koko Ware was
a promising young athlete
who always followed the rules
and was a favorite of the fans . . .*



*. . . then along came Jimmy Hart,
and Presto, Changes!
He's "Sweet Brown Sugar", one of
the most ruthless villains
ever to wrestle in this area!*

**Memphis, Tenn.
Monday Nov. 1st
8:00 P.M.**

**MAIN EVENT
10 Man Elimination
Tag Match**

(Jackie Fargo's Fabulous Ones

-vs-

Jimmy Hart's 1st Family)
Jackie Fargo - Jerry Lawler
Bill Dundee - Stan Lane
Steve Keirn

-vs-

Jimmy Hart - Bobby Eaton
Sweet Brown Sugar - Dreen
Ric McGraw

**Mid America Heavy Weight
Title Match**

Dutch Mantell

-vs-

Jesse Barr w/Cornette

The Fabulous Ones

-vs-

Sweet Brown Sugar &
Bobby Eaton

Jerry Lawler

-vs-

The Dream Machine

Bill Dundee -vs- The Angel

Jacques Rougeau &
Terry Taylor

-vs-

The Shepherders

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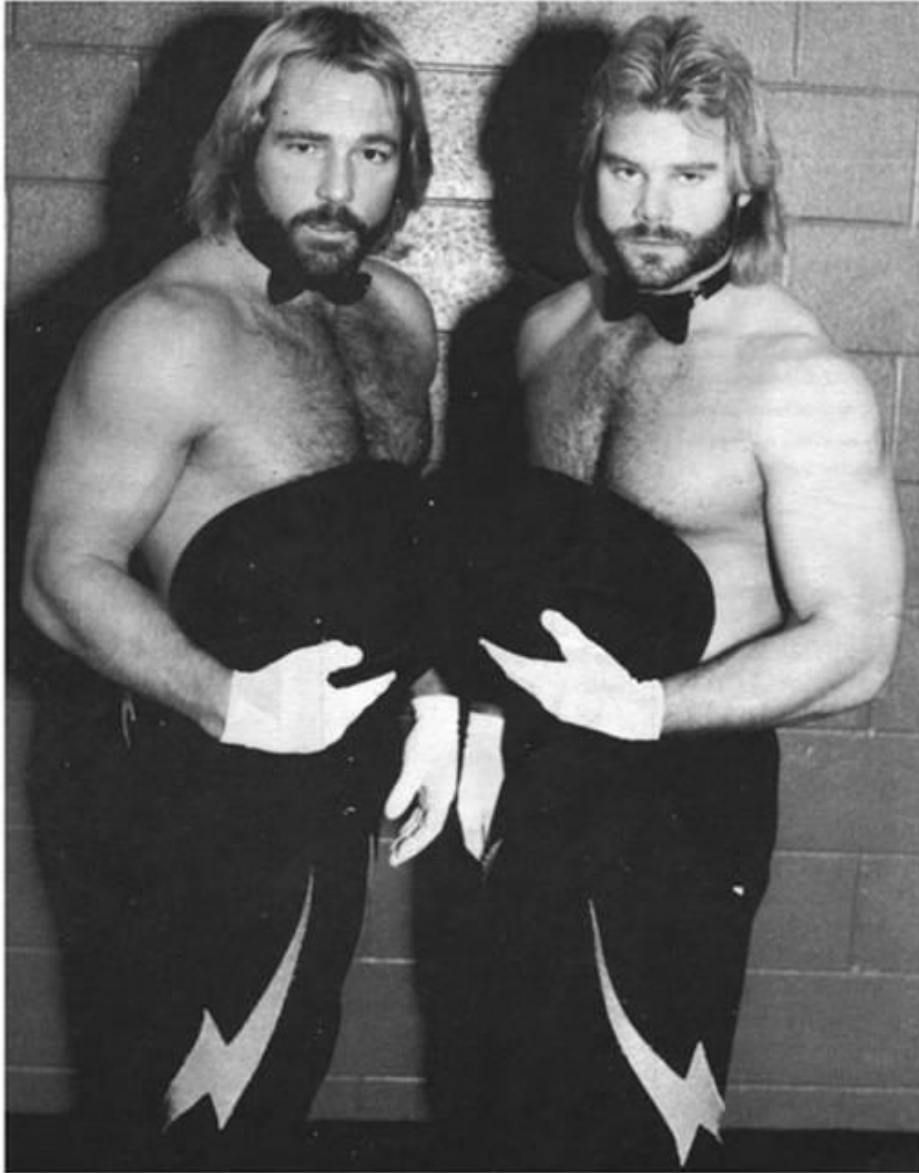
Nov 01, 1982, page 4



DON & JACKIE FARGO
THE ORIGINAL "FABULOUS ONES"

Nov 01, 1982, page 5

"The New Fabulous Ones"





"Superstar" Bill Dundee returns to action after an injury forced him out for several weeks . . . fans are certainly glad to see the scrappy little Australian back!



Spike Huber and Steve Regal are making every effort to sign another title match for the W. W. F. world tag titles which they themselves brought into the area . . . but the current champions the New York Dolls aren't in any hurry to comply!



Rich McGraw, one half of the team of the New York Dolls says, "No other team should be allowed to call themselves 'Fabulous' as long as Dream and I are around, because we are the most 'Fabulous' tag team in the world today!"



Jerry Taylor has teamed with Jacques Rougeau to form one of the hottest young tag teams going! Give these two young men a few more matches to get familiar with each others style as a tag team, and they will be awfully hard to beat!



The Fabulous Jackie Fargo says he's going to take matters into his own hands and get into the ring himself to do away with Jimmy Hart!



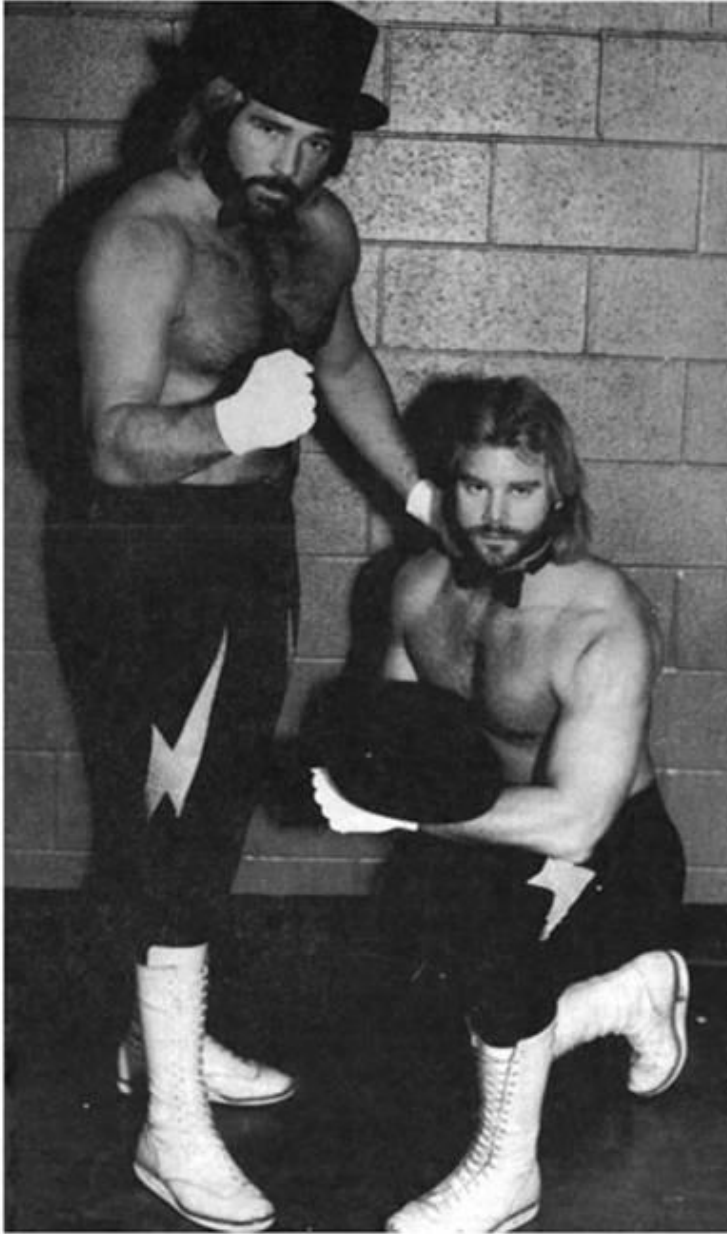
The King is frustrated beyond belief after Hart caused him to lose his shot at Ric Flair! Lawler vows revenge on Hart and swears he'll stop at nothing to get even with the evil manager!



Thanks to Jimmy Hart, N. W. A. Champion Ric Flair will not have to face Jerry Lawler in Memphis, instead Flair will wrestle the current Southern Heavyweight champion, and also the A. W. A. champion Nick Bockwinkel. The match will probably be held in Southern California.

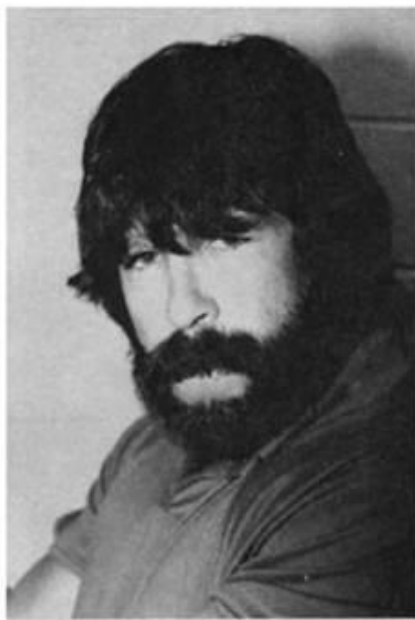
Nov 08, 1982, page 1

The Fabulous Ones!



**WRESTLING
WEEKLY**

The Superstar & The Dutchman A Common Goal



A surprise side-effect of the arrival of the Shepherders to this area is the reuniting of two of the most popular wrestlers in the area. Dutch Mantell and the "Superstar," Bill Dundee. Although they had some problems in the past, a common goal, or rather a common hatred, has brought them back together.

"I knew Johnathan Boyd in Australia," Dundee said. "And he always had a rotten attitude then, too. He always wanted to prove how tough he was. Always going into the toughest parts of town with a chip on his shoulder. Well I've been in some tough places too, the same as him. I've drunk in the same bars, walked the same streets. We never came head to head before now, but I always wanted to see if his fists could back up his mouth. And if he wants to talk about "Soft Yanks," I've got one here that might just prove him wrong!"

Dutch Mantell broke in . . . "I've never been in the tough parts of Australia, but I've been to some pretty raunchy places in Texas. I had no intention of teaming up with Dundee and didn't give a rat's rear what the Shepherders did until they broke in on my match on TV. Now I've got something to settle with them, and Bill does too. We may have had problems, but he's still one of the toughest partners I could get. These jokers may be able to herd sheep, but let's see what happens when I get the whip and start herding bulls!"

With these two teams on a collision course, who knows **WHAT** will happen!

★ 7 BIG MATCHES ★

**Memphis, Tenn.
Monday, Nov. 8th**

8:00 P.M.

★ **MAIN EVENT £**
Southern Heavyweight Title Match
No Time Limit, No. D.Q.

Jerry Lawler

-VS-

Nick Bockwinkle

Lumber Jack Match

Jackie Fargo

-VS-

Jimmy Hart

Southern Tag Team Title Match

The Fabulous Ones

-VS-

Jesse Barr & Crusher Broomfield
With Cornette

The Shepherders

-VS-

Jacque Rougeau & Terry Taylor

Bill Dundee & Dutch Mantell

-VS-

Sweet Brown Sugar & Bobby Eaton

Steve Regal -vs- The Angel

Spike Huber -vs- Carl Fergie

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REED'S

Lawler takes belt

The Southern heavyweight wrestling title is back in familiar hands today.

Jerry Lawler reclaimed the belt last night by dethroning Nick Bockwinkle in the feature bout of the weekly card at the Mid-South Coliseum. In other matches before 7,329, The Fabulous Ones retained their Southern heavyweight tag-team titles by beating Jesse Barr and Crusher Broomfield; Jackie Fargo defeated Jimmy Hart in a special lumberjack match; Bill Dundee and Dutch Mantell combined to win by disqualification over Sweet Brown Sugar and Bobby Eaton; The Shepherders defeated Jacque Rougeau and Terry Taylor. Spike Huber beat Carl Fergie, and Steve Regal won over The Angel.

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The Shepherders Against The World!



In all our years connected with professional wrestling, we have never seen a team with the raw animosity and hatred displayed by the Shepherders. They are an island unto themselves, having made no friends or allies among any of the wrestlers here. Be it the fan favorites or Jimmy Hart's First Family. They just barrel, full speed ahead in trying to injure and defeat every wrestler they face, and prove to the world that The American's "soft" way of life makes them no match for New Zealanders.

Their hatred of "Yanks" possibly came about while fighting their way up in the land down under. Every time they would hear about the United States, with air-conditioned cars, luxury hotels and fine restaurants, it made their blood boil. It seems they believe the only way to be a true man is by doing without these luxuries, by street fighting and living on what you can fight to take away. Consequently, they feel Americans are the softest nation in the world and ripe for picking.

Last week, we described the Shepherders as soldiers of fortune. They are this, and more. They have held tag team championships in 37 different countries, and have totally dominated the several areas of the U.S. they have competed in. Northwest Tag Champions in Oregon, Southeastern Tag Champions in Alabama, Mid-Atlantic Tag Team title holders, and much more.

What they don't mention in public, but what they brag about in private, is the several titles in foreign countries they have had to vacate as a result of outrageous behavior, both in and out of the ring. In Wales, two wrestlers were paralyzed. In Bombay, a riot resulted in the arena being burned. In Shanghai, four dock workers were hospitalized after a brawl in a tavern. Today, you can't even find evidence of Johnathan Boyd and Luke Williams' residence, in some of these countries in the past. It seems people like to erase them from their memories.

Now, they have become embroiled in a vicious feud with a man who they hate worse than any "Yank," Bill Dundee.

Boyd Says:

"Dundee was a Scotsman who tried to be an Australian, but he couldn't make it down under. wasn't tough enough, so he came to the country of Disneyland and got even softer. I've hated him for that for years, and I'll show him how much when we meet."

The Shepherders — There's Trouble Ahead.

The Brains & The Brawn!



Without doubt one of the strangest combinations, and yet potentially one of the most dangerous we have seen is the new business relationship between huge Crusher Broomfield and his manager, Jim Cornette. Broomfield's awesome size and power seems to be the main reason the spoiled young rich kid signed him up, evidently intent on gaining revenge for the "wrongs" Cornette feels others have done him.

When we went to their dressing room recently for an interview, Crusher loomed before us as we talked to Cornette, as insurance that we would talk about what Cornette wanted to talk about.

"I have been laboring under a slight misassumption," Cornette said, "I've been used to having things my own way, and I saw no reason why professional wrestling should be any different. But it has been."

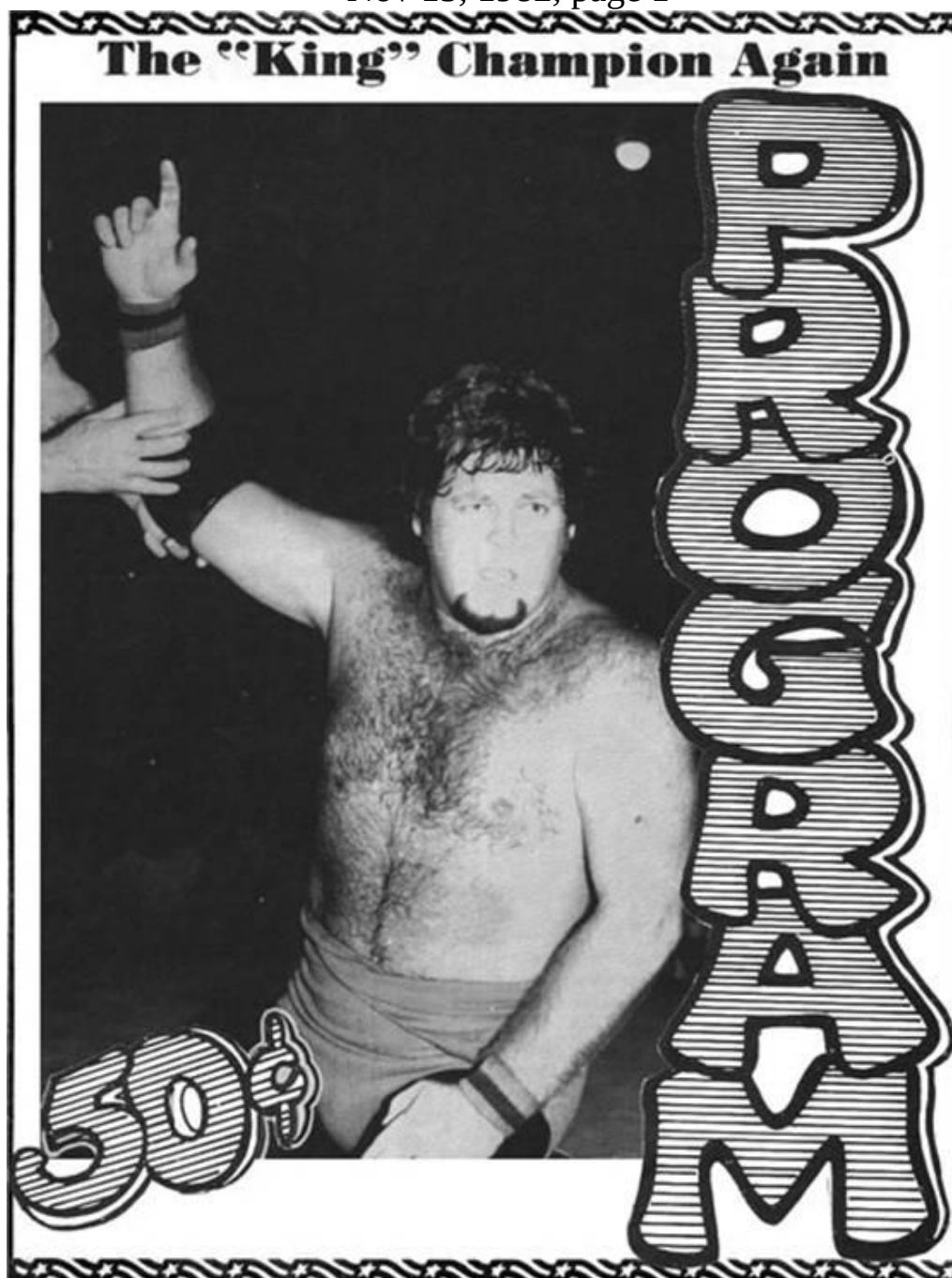
"A lot of people have tried to block my way into wrestling. People like Lawler, Dundee and Mantell. The reason why they're doing this is the same reason some of these fans don't like me—Jealousy! The wrestlers are jealous because they put in ten years of their lives, work, sweat and blood into getting where I'm going to go in six months, namely to the top of professional wrestling."

"The fans are jealous of me for the same reason. Well, I've never worked for anything in my life, and I'm not going to start now, not when I can pay someone to do it for me. These people are hypocrites anyway. The working class in America doesn't want to work! These unemployed failures sit at home on their big fat sofas collecting welfare and food stamps, and get mad at me because I point out how wasted their lives are."

"But a few of these wrestlers have tried to humiliate me, and for that they'll have to pay. That's why I signed Crusher. I'm paying him very, very well to exact retribution from these men, as well as to make sure they never put their common hands on me. Crusher will do whatever I want him to do to whoever I want him to do it to, and I **ALMOST** feel sorry for some of them."

Crusher Broomfield is an awesome individual, 6 feet 10 inches tall and weighing almost 400 pounds. He's incredibly agile for a man his size, yet has, as would be expected, tremendous strength. A man like this doing the bidding of a spoiled, pampered individual like Cornette, could lead to disaster.

Nov 15, 1982, page 1



LAWLER

-VS-

BOCKWINKLE



Last Monday night at the Mid-South Coliseum in Memphis, Tennessee, Jerry the King Lawler faced Nick Bockwinkle for the fourth time. Three times before Lawler had tried to regain the A.W.A. Southern Heavyweight Belt from Bockwinkle and each time he had failed. Bockwinkle was not only the Southern Champion, but the A.W.A. World Heavyweight Champion as well when he entered the ring against Lawler before more than 8,000 fans, and the match that followed will go down in Memphis

wrestling history as one of the greatest matches ever to take place in that city. Bockwinkle started strong, pounding Lawler from the opening bell. The rules were completely ignored by the champion because the disqualification rule had been waived for this match and Bockwinkle wanted to beat Lawler even more than ever because in this particular match, the King's hair was at stake! Jerry had to beat Nick Bockwinkle, who, by the way, he had never beaten before, or he would have to sit in the middle of the ring and have every hair shaved off his head! The match was brutal. Both men gave and took blows that would have finished lesser men, but they both kept coming at each other. Finally after nearly twenty five minutes of mayhem, Lawler gained the upper hand, he climbed to the second rope and jumped off crashing his fist into Bockwinkle's head, his patented move that he has beaten hundreds of wrestlers with. He covered Bockwinkle, the referee counted one, and to everyone's surprise, Bockwinkle kicked out! Lawler slammed Bockwinkle back down to the mat in the same spot and went back to the second rope again to repeat his finishing maneuver. Again he dived off the rope, again his fist smashed into Nick's head, and again he covered the Champion. This time the referee counted one, two, . . . and amazingly Bockwinkle kicked out again! Lawler was now determined to finish him off so he climbed beyond the second rope all the way to the top rope, he stood there for a second then came flying down and blasted a third fist into Bockwinkle's head. This time the champ did not move, he lay motionless, nearly unconscious as Lawler covered him for the third time. The referee counted one, two . . . three! The crowd erupted as they realized Bockwinkle was finally beaten and that Jerry the King Lawler was once again the Southern Heavyweight Champion. Our congratulations to the King and may this reign be a long one!

**Monday, Nov. 15
8:00 PM**

MAIN EVENT

Southern Tag Team Titles

-vs-

World Tag Titles

The Fabulous Ones

-vs-

The New York Dolls

Southern Heavyweight Title

-vs-

Handicap Title

Jerry Lawler

-vs-

Jimmy Hart & Partner

Grudge Match

Bill Dundee & Bobby Fulton

-vs-

**Sweet Brown Sugar &
Bobby Eaton**

Mid America Heavy

Weight Title

Dutch Mantell

-vs-

Jesse Barr w/Cornette

**Grudge Coal Miners Glove
Match**

The Shepherders

-vs-

**Jacques Rougeau &
Terry Taylor**

Buddy Landell

-vs-

Carl Fergie

Looking for that perfect Christmas gift for someone? Well, if they're a fan of the King then here it is!

"The King Jerry Lawler Gift Pack!"

Look at all you get

1. The new Jerry Lawler record album
2. An 8 x 10 color photograph of the King and his Crown
3. A King Lawler fan
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7. An 8 x 10 photograph of Jerry with the Dallas Cowboy Cheerleaders!
8. A King Lawler litterbag
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... all these items purchases separately would cost over \$30.00. Now, you get the entire gift pack for only \$15.00!!

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Hart, Barr triumph

Jimmy Hart and Jesse Barr are new champions today in professional wrestling.

Hart became the Southern heavyweight champion by teaming with Sabu to defeat Jerry Lawler in a handicap match last night at the Mid-South Coliseum. Barr, meanwhile, claimed the Mid-America title belt by pinning Dutch Mantell.

In other bouts before 8,056 at the Mid-South Coliseum, the New York Dolls kept their world championship tag-team belts by winning by disqualification over the Fabulous Ones; Sweet Brown Sugar and Bobby Eaton won over Bill Dundee and Bobby Fulton; The Shepherders won by disqualification over Lawler and Dundee in a special match; Jacques Rougeau and Terry Taylor teamed to defeat The Shepherders in a coal miner's glove match; and Carl Fergie defeated Buddy Landell.

located at Poplar and 1st Ave. Come by and enjoy some of the best music you'll hear anywhere in Memphis, plus the King drops in from time to time to sit in with the band! Hey! bring in this program and get 2 for 1 drink!

**Friday
night at
lies"
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in the Holiday Inn



DUTCH MANTELL A MARKED MAN!

Dutch Mantell, the current Mid-America Heavyweight Champion, may not like to dwell on the fact, but it appears he is a marked man.

Since breaking his rather short-lived alliance with Jim Cornette and humiliating the aspiring manager on TV, Mantell has had to face a succession of challenges brought against him by the young rich kid.

The latest—Jesse Barr, an arrogant, vicious young athlete who was a member of the 1980 olympic wrestling team and boasts a variety of crippling suplexes.

"Let me say this," Mantell said. "If I'd known Cornette would carry it this far I'd have planted my fist in his face and rattled his brain out his ear instead of just tearing up his picture. As it is right now he's a very strong candidate for the bullwhip, something maybe he shoulda had when he was younger so he wouldn't have turned out this way."

"I'm not worried at all about any challengers Cornette throws against me, because if he holds true to form he'll get them all beat in the first ten minutes trying to help them out. What I have on my mind is the brat himself, because if I let a snotty kid like that say things about me and don't do anything about it, what will REAL men think of me? I'm going to face all his challengers and wait for the right moment, and then teach Mr. Bigshot Cornette what it's like to do your own fighting instead of paying somebody else to do it for you!"

Somehow, we have a feeling Dutch Mantell will do just that.



PAID ADVERTISEMENT JIMMY HART:

"THE FIRST FAMILY IS FABULOUS!"

"I'm sick of hearing about people being fabulous this, and fabulous that! I'm sick of seeing people cheering for clowns in glittery costumes, and people cheering for guys that look like they just stepped out of a science fiction movie!"

"I'll tell you who's fabulous! The Family! The New York Dolls are fabulous! Sweet Brown Sugar is fabulous! Beautiful Bobby Eaton is fabulous! Where else can you find men with such talent? The New York Dolls—The Dream Machine and Rick McGraw, two of the strongest men in professional wrestling today, with two of the best physiques! Sweet Brown Sugar, an unbelievable athlete. He can jump higher, run farther and wrestle longer than anyone in wrestling today. Beautiful Bobby Eaton, besides being one of the handsomest athletes in the world, is also one of the best fighters, and scrappers, and he whips everybody he gets in the ring with like an unhousebroken dog!"

"And last, but most CERTAINLY not least—myself. The FABULOUS Jimmy Hart, former Rock & Roll Star, most successful manager in the world, good looking, modest, and a former boy scout. Unlike what these liars like Dundee, Lawler, Fargo and the rest say, I NEVER break the rules, or give any illegal assistance, because then people wouldn't think I was fabulous! And you do, don't you? See there? You do!"

"Now that I've explained the facts to everyone, I'm sure you'll do the right thing next time you see the First Family, and give us the reception we deserve!"



REGAL & HUBER— THE YOUNG LIONS!

Without doubt two of the most outstanding athletes and prospects for stardom in wrestling today are the "Young Lions," Spike Huber and Steve Regal. Already having done quite a stint as WWA World Tag Team Champions, the two fine young men from Indianapolis, Indiana are currently looking for a chance to regain those belts and their standing in the ratings from the New York Dolls.

Regal and Huber are often referred to as the "Young Lions" because they epitomize the explosion of youth that is taking over the sport of professional wrestling today. The average age of a wrestler has dropped 11.3 years since 1976, so you can see what a revolution the sport is going through. And, once again Regal and Huber are a perfect example in that many of today's young wrestlers starting out are as talented as some men with five years experience.

"Partially, we have the fans in our hometown to thank for supporting us when we started," Steve said. "But I've gotta be honest and say that a lot of it we owe to ourselves! We've worked darn hard to be in good shape, to blend as a tag team, to push ourselves and win the big matches, and to keep ourselves from using shortcuts to win a match."

"That's right," Spike added. "Don't get us wrong, we appreciate everyone's support, but when you have a challenge in your life to tackle, you have to get the guts up from inside yourself. That's what we're trying to do now with the belts. We're working our way back up. We'll get another shot at the belts, and we'll take them. I'm CERTAIN we will."

And we at Action Ringside wouldn't bet against the Young Lions!

LAWLER -vs- RICH



Last week our own King Jerry Lawler traveled to Atlanta to wrestle Tommy Rich, and many of the fans here wondered what the outcome of that match was, so we asked the King how it turned out.

"Well, I'm glad you asked, because alot of folks are getting the wrong idea about me in Atlanta, they think I'm down there being a 'bad guy'," Lawler said. "Well, the truth of the matter is, I went down there to fight some loud-mouth named Roddy Piper. When I got there, for some reason or another, Piper was gone so Rich volunteered to take his place. Now I know most people like Tommy up here, and everybody in Atlanta likes Tommy, but I have a little longer memory than some of the fans and I remembered back to when I had my leg broken and in a cast. Rich came out on T.V. one day and

knocked me out of my chair onto the floor, pretty tough against a guy with his leg in a cast. Well, I never forgot that and I never will, so I agreed to wrestle him. The match had only been under way a few minutes when these two jerks, Ivan Koloff and Buzz Sawyer jumped into the ring on Rich. They shoved me out of the way and busted Rich's head open. Well, I don't like someone interfering in my business in the first place, and in the second place I don't like being shoved aside, and in the third place I got to thinking, well Tommy's, an old Tennessee boy and maybe he didn't know what he was doing when he knocked me out of that chair because he was with Hart at the time, and he really did need help right now, so, me being the friendly neighborhood, good samaritan King that I am, I pulled my little strap down and proceeded to beat the brains out of both Koloff and Sawyer. Tommy come up and helped and he and I ran those two jerks clear out of the Omni! Tommy thanked me and we wound up shaking hands, and who knows, the next I go back to Atlanta Rich and I just may be partners! What a crazy sport, huh? Oh, and by the way the match was stopped and declared "no contest"!"



MASSACHUSETTS



Spike Huber!



JESSE BARR— DECEPTIVE BUT DEADLY!

The title of this article, deceptive but deadly, is a phrase that immediately pops into mind upon viewing ex-olympian Jesse Barr in the ring. The Portland, Oregon native is a young, good-looking athlete, but at the sound of the bell those good looks turn into a menacing snarl, and a fire flares behind the eyeballs which is only extinguished by the sight of a beaten opponent on the mat. In short, Jesse Barr is sadistic, a modern-day Babyface Nelson who loves to inflict pain and demonstrate his wrestling ability on a helpless opponent. Barr cares little whether the man is injured in the process.

Barr has been brought to the area by fledgling manager Jim Cornette, as an instrument of revenge against those who have "wronged" him. And as such Barr is being very well paid. However, from the looks of it, Barr would wrestle for nothing, he seems to so enjoy the feel of rubbing his opponent's face into the mat, or twisting his arms past the point of tolerance.

As an amateur wrestler, Barr was outstanding. He held his school record of 78 straight wins, and record for the fastest pin (five seconds!) He excelled in Greco-Roman wrestling, winning city, state, county and regional titles and medals by the basket load. He has displayed a few of them here on TV recently, and Cornette seems almost as proud of them as Barr is.

Barr eventually wrestled his way to a spot on the 1980 U.S. Olympic Wrestling Team, but because of the boycott was unable to go to Moscow. So he turned his attention to professional wrestling, which he came to like better because of the looser rules, allowing him

more of a chance to injure someone. That was the major mark Jesse Barr made in amateur wrestling—many of the men he wrestled refused to meet him again because he showed such an obvious pleasure in trying to hurt them.

After turning pro, Barr wrestled in his native Oregon, the central states, Texas, and Louisiana before coming here. Currently, Cornette is sending him after the Mid-American Heavyweight Championship held by Dutch Mantell. Nothing could please either man more than capturing it.



"PAID ADVERTISEMENT"

"I love all my fans!"

Let's show Jerry "King" Lawler that we love him too! . . . by joining the Jerry "The King" Lawler Fan Club!

The membership fee is \$10.00 per year . . . that will bring you: 8 x 10 photograph, never before published, available only to club members. A Jerry "The King" Lawler ball point pen. A wallet size membership card signed by Jerry himself.

Plus, as an extra special surprise, a telephone call and a handwritten letter, personally to you, from the King, once a year! Also, a newsletter every three months keeping you informed on all Jerry's activities.

To enter, simply send your name, birthday, address, and telephone number, along with \$10.00 to Jerry "The King" Lawler Fan Club.

c/o Elanora Gaddy (President)
330 South Lane Drive
Elbiefeld, Ind. 47613

**Memphis, Tenn.
Monday, Nov. 22
8:00 P.M.**

**MAIN EVENT
W.W.A. World Tag Titles**

-VS-

**Southern Tag Titles
No Time Limit - No D.Q.
The Fabulous Ones**

-VS-

The New York Dolls

**Southern Heavy Weight
Title Match**

**Sabu "The Wild Man
From Borneo"**

-VS-

Bill "Super Star" Dundee

**Handicap Title Match
Jerry Lawler**

-VS-

Jimmy Hart & PARTNER!

**Mid America Heavy Weight
Title Match**

Jesse Barr w/Cornette

-VS-

Dutch Mantell w/Bobby Fulton

**Six Man Elimination Match
Winner To Get Southern
Heavy Weight Title Match**

Jacques Rougeau - Terry Taylor

Bobby Fulton

Crusher Broomfield

Bobby Eaton

Sweet Brown Sugar

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6. 1983 wall calendar featuring the King
7. An 8 x 10 photograph of Jerry with the Dallas Cowboy Cheerleaders!
8. A King Lawler litterbag
9. 8 x 10 black & white jumpsuit photo

... all these items purchases separately would cost over \$30.00. Now, you get the entire gift pack for only \$15.00!!

Send \$15.00 plus \$1.00 postage and handling for a total of \$16.00 to

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*Now Appearing every Friday
Saturday, and Sunday night at
"Chase Me, Charlies"*

Mantell, Lawler win others!

Dutch Mantell once again is the Mid-America heavyweight wrestling champion. The Texan won the belt back by pinning Jesse Barr in one of the feature bouts of the weekly card at the Mid-South Coliseum.

In other bouts last night before 5,583, The Dream Machine and Bobby Eaton defeated The Fabulous Ones; Jerry Lawler won over Jimmy Hart and Sweet Brown Sugar; Terry Taylor was the winner of a six-man elimination bout. The Sheepherders defeated Lawler and Bill Dundee, and Dundee pinned Sabu but did not leave with Sabu's title because he was disqualified after the match had been completed.

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"Let me start this off," Jimmy Hart, the Family spokesman and leader said, "By saying the the only reason you're here is to deliver our message to everybody. Otherwise, there's no way you'd be invited, because we only include people in the Family!"

Hart got a little of a gleam in his eye, looked upward, and continued "all these people, these poor, misguided people. All the fans in this part of the country have to go through life without achieving it's greatest pleasure!"

A meeting of the entire First Family is something just a little bit quieter than a tickertape parade down Broadway, and not quite as conservative as a get-together of the Hell's Angels. Every single member of Jimmy Hart's notorious stable of wrestlers is characterized by a very loud mouth and the ability to back up quite a bit of what they say. So when we were invited to a Family get-together recently, we knew to take two pens, plenty of paper and a few assorted brands of aspirin.

THE FAMILY SAYS: "WE DON'T CARE!"

What's that, we ask?

"Why, being in the Family, of course!" Hart continued. "You see, we have a lot of bad things happen to us. People boo us for no reason, crooked referees like Jerry Calhoun, Paul Morton or Thomas Marlin make us lose matches and steal our titles away, the promoters give us hard schedules trying to drier us out of the area, and other wrestlers always try to attack me even though I myself never interfere in matches but it doesn't matter, we don't care!"

Why not, we ask?

"Because we're in the Family, of course!" Hart giggled. "No matter what anyone does to us, we can just giggle and laugh at them, because we know WE'RE in the Family and THEY'RE not!"

But, doesn't it get you down when Sugar & Eaton have lost the belts to the Fabulous Ones?

"Ha, Ha, No, No, No! A thousand times No! Because WE have the last laugh! THEY can't be in the Family!"

Doesn't it matter to you that Jerry Lawler won the Southern Title back from Nick Bockwinkel despite everthing you could do to stop him?

"No, because WE have the last laugh! We won't let Lawler in the Family! He's too old! The Family is youth! Bobby Eaton, 23 years old, Sweet Brown Sugar, 23 years. "Quick Draw" Rick McGraw, 24 years old. The Dream Machine, 24 years old, and you know I'm only 26 myself!"

We don't know about some of those ages, but we do know that Jerry Lawler is not too old for anything, and there are plenty of other wrestlers in the area who are all in their early twenties—Bobby Fulton, Terry Taylor, Buddy Landell, Jacque Rougeau, and a lot of others. What about them? How can you say you're better than they are? What gives you the right?

We know, we know.

"Because WE'RE in the Family!"



THE FABULOUS ONES— ON A ROLL!

Stan Lane and Steve Keirn, Jackie Fargo's new tag team sensations the Fabulous Ones, are at the current time undefeated in tag team competition since first beginning to train with the original "Fabulous One." But what's more than that, they have become the biggest thing to hit tag team wrestling in the country, and wrestlers, promoters, fans, journalists, even managers have been either flocking to the area's arenas to see the Fabulous Ones wrestle, or begging for video tapes to watch in the event their schedules prohibit seeing them in person. To say the Fabulous Ones have made quite a stir in the wrestling world is an understatement, at the very best.

A lot of people have questioned, however, as to why Jackie Fargo is not present at ringside at all the team's matches. We called Jackie, and he was more than glad to clear this up.

"I'm not really their manager," Jackie said. "I'm a consultant. I'm an advisor. In plain language I'm a guy who's seen it all and done it all, giving the benefit of what I've learned to two young guys who can be the best there ever was. I don't need to be at ringside with 'em every time. I wouldn't interfere if I was there, so why be there? They're smart young guys, they learn quick, they handle themselves. You know, something strange, when we first started out they'd train their allotted time, then quit. Now, they train with me, train with each other, I have to MAKE them quit and then they go back and train some more. I think they've seen what I saw—they can be the greatest tag team of all. Once a person sees he

can be the greatest, there's no stopping him or standing in his way til he gets it. But I've never seen two guys add so much aggressiveness and desire so quickly—it's even more than I hoped!"

So Jackie explains his relationship with the new Fabulous Ones. He gets together with them whenever possible, and they learn even MORE of the old master's tricks. Jackie doesn't want to get too technical for fear of tipping off competition, but we've heard rumors about late-night phone calls to Jackie where Lane and Keirn go over points of their recent matches to see if Jackie would've handled things differently. Jackie has stated that his wrestling career is past and he doesn't have the desire to make the long trips, but don't let the "Fabulous One" fool you about one thing—he's proud that he formed it, proud to see what he and Donnie created 25 years ago still cheered by the fans—and he would probably train with them 24 hours a day if he had to.

Lane and Keirn, meanwhile, seem to BE training 24 hours a day. Any team steps in the ring with them lately steps in the ring with two spinning buzzsaws. The desire that Jackie has planted in them to be the best seems to have taken very firm roots. They already possess the Southern Tag Team Championship, and are certainly contenders for the World Belts. They're one of the most exciting, dynamic teams ever. Their colorful entrances are a sight to behold. Just as their entrance music by Bill Squier says, "Everybody Wants You." Everybody wants the Fabulous Ones, and the Fabulous Ones want to be the best—of all time!

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Nov 29, 1982, page 2



MEMPHIS, TENN

Monday, Nov. 29

— MAIN EVENT —

**Mid America Heavy Weight
Title Match**
Dutch Mantell

-vs-

Apocalypse

No Time Limit - No D.Q.
Jerry Lawler & Bill Dundee

-vs-

The Shepherders

Southern Tag Team Title Match
No Time - No D.Q.-Hair vs Titles
Dream Machine & Bobby Eaton

-vs-

The Fabulous Ones

**Southern Heavy Weight
Title Match**
Terry Taylor

-vs-

**Sabu, The Wild Man From Borneo
with Hart**

Exotic Adrian Street

-vs-

Bobby Fulton

Battle of Managers

Jimmy Hart & Sweet Brown Sugar

-vs-

Jimmy Cornette & Jesse Barr

Jacques Rougeau -vs- Ric McGraw

Looking for that perfect Christmas gift for someone? Well, if they're a fan of the King then here it is!

"The King Jerry Lawler Gift Pack!"

Look at all you get

1. The new Jerry Lawler record album
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3. A King Lawler fan
4. A Jerry Lawler post card
5. A wallet photo of the King
6. 1983 wall calendar featuring the King
7. An 8 x 10 photograph of Jerry with the Dallas Cowboy Cheerleaders!
8. A King Lawler litterbag
9. 8 x 10 black & white jumpsuit photo

... all these items purchases separately would cost over \$30.00. Now, you get the entire gift pack for only \$15.00!!

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*Now Appearing every Friday
Saturday, and Sunday night at*

Taylor beats 'Sabu

Wrestler Terry Taylor is on top today after claiming the Southern heavyweight title by defeating Sabu in one of the feature bouts of the weekly card at the Mid-South Coliseum.

In other bouts last night before 5,692, Jerry Lawler and Bill Dundee teamed to defeat The Shepherders; The Fabulous Ones won the Southern tag-team belts by winning over The Dream Machine and Bobby Eaton; Apocalypse won the Mid-America heavyweight title by defeating Dutch Mantell; Jimmy Cornette and Jesse Barr teamed to beat Jimmy Hart and Sweet Brown Sugar; Jacques Rougeau won over Rick McGraw, and Adrian Street defeated Bobby Fulton.

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The Fabulous Ones . . . Destined For Greatness!

The Fabulous Jackie Fargo's Dynamic Combination of Stan Lane and Steve Keirn, — The New Fabulous Ones — have shown in just the few weeks since they were brought together by the "Old Master," that they are a team destined for greatness, one that will be talked about in years to come as a team that compares to if not equals the Original Fabulous Fargos. Since coming under the direction of their "*Consultant*," Jackie Fargo, The Fabulous Ones have been undefeated, and their teamwork and style resemble the tag duos of 20 years ago.

The 1950's and early 60's were The Golden Era of Tag Team Wrestling. There were more great teams in that one period than in all the rest of the years that professional wrestling has been seen in this country. Unlike today, there were dozens of brother tag teams instead of just a handful and dozens more great duos who were related by sweat, work and desire. From the Old Madison Square Garden to Marigold Arena in Chicago, to the Olympic Auditorium in Los Angeles, fans thrilled to the classic bouts of the original Fabulous Kangaroos, the Graham Brothers, Doc and Mike Gallagher, Argentina Rocca and Miguel Perez, the Bastien Brothers, and hundreds more. It was this domain in which the Fabulous Fargos, Jackie and Donnie, were the undisputed kings.

Just wrestling in this golden age would have taught a man untold amounts about tag team wrestling, But Jackie Fargo was the man on top, as such, he probably knows more about tag team wrestling than any man in the sport today.

But what of managing, or as Jackie calls it, "*Being A Consultant*"? Let Jackie himself tell you.

Berry, the man who started the Kangaroos. Bobby Davis, the man who managed Nature Boy, Buddy Rogers. I knew 'em all, and they all taught me something."

Berry, the man who started the kangaroos. Bobby Davis, the man who managed Nature Boy, Buddy Rogers. I knew 'em all, and they all taught me something."

Is it any wonder Fargo has created a tag team the likes of which hasn't been seen since the 50's? Stan Lane and Steve Keirn, in addition to being great wrestlers, also have minds geared toward competition. With Jackie Fargo using all the secrets, teaching them the subtle techniques, then topping it off by using drill-sergeant tactics to fire them up into a frenzy. They have become a team that could be impossible to beat.



"An important thing," Fargo says, "is appearance, me and Donnie didn't wear cheap tuxedos, we looked good! We didn't just walk out to the ring . . . We made an Entrance! People knew we were there and who we were, and it made your oponents nervous before the match even started."

The other tricks I've taught 'em couldn't be told, even if I wanted to tell you, they have to be experienced, learned by doing. I knew they were tough when I first called 'em but I got 'em in the ring and had 'em PROVE it to me. They are tough!"

"Hart's little imitations first stirred me up. I knew I didn't want to wrestle anymore, but I thought about the old days, not just a few years ago when I was knockin' on guys heads around here, but the old days with me and Donnie, how Grand it was, How Damn GLORIOUS it was!! I had to see that live again, not for glory for myself, but just to see something I'd worked so hard for live again. And They Do — ***The Fabulous Ones DO LIVE AGAIN!***"

Almost like the last practitioner of a dying art teaching it to a young apprentice, Fargo has brough back the Golden Era of Tag Wrestling. The Fabulous Ones could earn a place in the history books. - **AGAIN!**

Nov 29, 1982, page 6

★ ***More Of The Fabulous Ones*** ★



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Chapter 12: Dec 1982

Jerry Lawler: Momentum Is Building

December was another active month for the King. The Dec. 5 card saw Jerry team with Bill Dundee to get a DQ win over Jimmy Hart's New York Dolls. Only Jimmy Hart's interference kept the World tag titles on the Dolls. Also on that card the King emerged as the winner of a 22-man battle royal.

The next week's main event was billed as the 'Final Showdown' and featured Jerry Lawler going up against Jimmy Hart in a cage match. Lawler was tired of so many of his matches ending in disqualifications because of interference from Jimmy Hart. Matchmaker Eddie Marlin agreed and set the match up. It ended up completely one-sided affair because the cage kept all of Hart's First Family members out and Jimmy Hart in. The King easily won and laid a whipping on the 'Mouth of the South.'

With Jimmy Hart temporarily out of the way, the Dec. 20 card had Jerry Lawler continuing to take care of unfinished business. A special revenge match was set up for the King and Sabu. Jerry had lost his Southern title to Sabu in mid-November but had not gotten a rematch yet. Even though Sabu had already lost the Southern title to Terry Taylor, Lawler still wanted to get a win over the last guy to pin him. After a wild battle, Jerry got the pin on the Wildman from Borneo.

These three matches were great set ups for Jerry's world title shot against Nick Bockwinkel the final week of December. It was positive and built up the momentum in the fans eyes. It appeared it was finally the King's time.

Jerry Lawler: AWA World Heavyweight Champion, Sort Of

On the last card of the year, Jerry Lawler finally got his shot at the AWA World Heavyweight Title. The title shot was a result of Jerry getting a clean pin of Nick Bockwinkel back in November when he won his Southern title back from the world champ. In the four-and-a-half years the King had been challenging Bockwinkel, that November battle was the first time he was able to get a clean pin on Nick.

The battle itself went back and forth and eventually Lawler got the pin on the champ. The King's hand was raised, and all the wrestlers in the back ran to the ring to congratulate Jerry and he left the ring with the belt. One of the things that seemed most convincing about the title change at the time was that during the in-ring celebration, Eddie Marlin came down to the ring and gave Jerry a huge congratulatory handshake and hug. When the fans went home from the Mid-South Coliseum that night, they left knowing Jerry Lawler was the AWA World Heavyweight champion. It was a great match and one that lives on in the fans memories.

Jerry Jarrett *"When two great ring generals like Jerry Lawler and Nick Bockwinkel have a match, it can't help but be a great one."*

Jerry Lawler *"Whenever Nick came to a city to wrestle the local top contender, his pre-match interviews let everyone know that he was the best...that he was head and shoulders above all the competitors. But when the match took place, there was no one better than Nick at convincing every fan in attendance that the local challenger should be the champ! That was the most important attribute of a champion, making his opponent look better than he did, and Nick did that better than anyone."*

Nick Bockwinkel *"Jerry Lawler was an absolute first-class professional in the ring. When you get two people in the ring whose mentality is to have a great match, to give the people an excellent performance and both basically have the same mentality on it; those are the type of matches you get and those are the type of matches we had. It wouldn't have made a difference if our styles were opposites, but I don't feel my style was that much different than Jerry's. We just clicked."*

Dave Brown *"This is another one of those times where I was doing the weather at Channel 5 so I didn't get to see a lot of it. Almost all of the Lawler-Bockwinkel stuff was done at the Mid-South Coliseum on Monday nights, because Nick would usually just send in a tape for the Sat morning shows and then fly into Memphis on Monday. What I do remember is it was almost like the first 'Rocky' movie, the frustration thing. Lawler's worked, beat all the challengers, it's hard to get the champ to come to Memphis, and then when he is here and Lawler had him all but beat, something happens and he didn't really get the belt. It happened more than once. Frankly I was wondering if they were going to ever have Lawler win a world title. That for me is what made the world title win against Curt Hennig six years later so wonderful."*

Unfortunately, the celebration did not last very long. On the following Saturday morning's show, Lance said there was a problem with the Lawler-Bockwinkel match's outcome. When Lawler pinned Nick, the champ's foot was draped over the bottom rope. Lance Russell talked about how Nick and his manager, Bobby Heenan, had immediately filed an official protest with the president of the AWA, Stanley Blackburn, and by next week's show he would have an answer. Blackburn sent a taped statement to the next Saturday's show that said that he was overturning Jerry Lawler's win and the title was declared held up. While Lawler was not the AWA World champ, neither was Nick.

Nick Bockwinkel *"That was a lot of years ago and I'm sorry to say I can't remember the specifics of that match. With that being said, I do remember we were doing that angle all around the country at that time. It helped get the local challenger over in the eyes of the fans. Even if my foot was on the ropes, their guy did get the '1-2-3' on the champ. As far as my matches with Jerry Lawler, I do remember having some amazing matches in Memphis with him."*

Following Blackburn's disappointing announcement, the big rematch between Lawler and Bockwinkel was set for that Monday night. The winner would get the AWA World title. The King was in control most of the match. It looked like he was going to repeat his last two performances and get the pin. When things looked like the win was in reach, Jimmy Hart and Andy Kaufman interfered and cost Jerry Lawler the match. Nick came out on top and got his world title back.

The fans were heartbroken but the battles between Jerry Lawler and Nick Bockwinkel were amazing. It was always a 'must-buy' ticket if you knew they were going to be going at it on a Monday night.

Jerry Lawler *"If you looked up the definition of the term 'class act,' there should be a picture of Nick Bockwinkel. In all the years I have wrestled, there may not be anyone I enjoyed having matches with more than I did with Nick. In my opinion Nick was the best World champion I ever wrestled against. He carried himself with class and dignity but also had an air of arrogance that a champion should have."*

Nick Bockwinkel *"The great thing about Jerry Lawler is that he made it very comfortable for whoever he was working with. Taking care of one another, being very professional and making sure the fans get a great match; that's what it's all about..."*

Adrian Street Shows Up

On the final card of November a unique individual showed up in the Memphis territory. His name was Adrian Street. It's very hard to describe Adrian, he was a walking contradiction.

On one hand, you could describe his feminine attire, movements and speaking style. You can also talk about how he hops and skips around the ring. The contradiction comes when the wrestlers would tie up with Adrian. His technical wrestling skills were second to none. Adrian proved just as rugged as a vicious brawler. The homosexual angle was also in contrast with the fact he had a female valet (Miss Linda). It's easy to say Memphis had not seen a wrestler like Adrian Street before.

Jerry Jarrett *"I can't remember who told me about Adrian Street, but they related his gimmick and then told me that he was also a good wrestler. Adrian had his girlfriend as his manager and she was also a good talent. Of course, part of Adrian's appeal was the question of his sexuality, so we never revealed that his valet was his girlfriend."*

"As to Adrian's 'shock value,' that was totally of his doing. Whenever I found a good talent that was a real professional, I gave them my limited rules and they told them to go out and sell some tickets."

Shepherd Luke Williams *"Also in the area at the same time was a good friend of ours, Adrian Street, who had a major feud with Bill Dundee. We were all under the British flag which gave us that country versus country rival."*

Within a few weeks of showing up, Adrian was being managed by Jim Cornette. It was a good fit for both and it didn't take Adrian long to make an impact in Memphis. The second week in December saw Adrian Street and his partner, Apocalypse, facing Jerry Lawler and Bill Dundee on the Saturday morning show. Accompanying Street to the ring were his valet, Miss Linda, and his new manager, Jim Cornette. In the second fall of the match, things had started to break down when Adrian ran across the ring, jumped up on a standing Bill Dundee and gave him a big kiss on the lips. While Dundee was stunned, Street dropped down behind Bill and rolled him up for the pin. Everyone was stunned, especially Dundee, who by now was very mad.

Jim Cornette *"Adrian & Linda were the highlight of my first year in the business. We made all the car trips together and they were as fun to travel with as they were to work with. The Dundee kiss match was a*

shocking thing for the time. The funniest part was all the boys knew Adrian was the best shooter in the locker room and toughest guy—he trained in the old British hooking style and used to show the boys how he could tie them up without even using his hands, stuff like that. Adrian loved his gimmick and worked it 24 by 7, so you never saw much of the technical stuff in the ring. Adrian was also in his early 40s by the time he got to Memphis, but you couldn't really tell HOW old he was.”

Jerry Calhoun *“I even went against Cornette a few times. The first time it happened was in the first card of 1983. I teamed with Bill Dundee against Jim Cornette, Adrian Street and his valet, Miss Linda. Well, I ended up getting bodyslammed by Miss Linda in that match and I don’t think I ever heard the end that of it from the boys.”*

The Fabulous Ones War With The Shepherders

The Fabs feud with the New York Dolls was for the most part now over. It had served its purpose and the Fabs were on fire in the promotion. Next up for them was the juggernaut of a team known as the Shepherders.

The Shepherders were the natural opposites to the Fabulous Ones. The Shepherders looked like they had been living in the woods for the past month. They were blocky and deliberate in the ring but they only knew how to go forward, there was no running away from a battle, only toward it. The Shepherders were as tough as nails. On the flip side, the Fabs were smooth as silk and watching them work in matches had been like watching a well-oiled machine. They wore top hats and sequined jackets to the ring. These two teams could not have been more different, but when they finally met, it was like dynamite. The matches between them were truly amazing.

Matches were won by both teams, and make no mistake about it—both sides beat the living hell out of each other. Chairs were bent, garbage cans were flattened, 2x4s were broken, and oh yes, much blood was spilled. While known as flashy and smooth, the Fabs proved they could be as tough and gritty when needed. They could fight outside the rules and do whatever it took to win the war. This feud with the Shepherders is what proved the Fabulous Ones’ toughness within the ring and cemented them in the Memphis fans eyes. No matter what team showed up in the territory after this feud, the fans always had faith that the Fabs would beat them.

Shepherd Luke Williams *“We came into the Memphis promotion like any other promotion doing our spiel about you ‘Bloody Yanks’ and your ‘Push Button Country.’ At the time Jerry Jarrett was building the Fabs with*

music videos, which was the first time talent had been built like this in our business. They also had a great manager, come mentor in Jackie Fargo who was a big superstar in that area. This situation caught on fire when we put the American flag in the toilet and pushed it down with the New Zealand flag pole, while flushing it. This brought promoter Eddie Marlin into the picture, saying that we went overboard and he was going to suspend or fire us. That's when we did a number on him and put him in the hospital.

"At that point the Fabs jumped into the picture and said, 'Don't fire them, we'll take care of them and send them packing back down under.' You had two good looking guys, who the women loved, against two brutal blood-thirsty kiwis. That feud lasted for months with Lawler and Dundee even coming into the picture.

"We had every conceivable match you could think of with the Fabs—Boot Camp matches, Coal Miner Glove matches and Cage matches, you name it. There were also a lot of new concept matches. One of these involved a key on 15-foot pole. The key opens a box with a surprise inside (either weapon or snake) on a table next to ring."

Steve Keirn "I remember the Shepherders and the run. At that time we were playing king on the mountain or jockeying for the top tag team. I loved the aggression and I felt that at that time in my life I was at the top of my game."

David Haskins "Those guys were agile, fast, hostile and angry. On top of that, they were always mad and in a bad mood."

Shepherd Luke Williams "Jonathan Boyd had a chip on his shoulder going back to the days when Jim Barnett ran wrestling in Australia, 1965-72. All local boys got beaten by the Americans in less than five minutes. I was one of them. So when Jonathan got the push over here, it was payback time. He was a hard worker and one hell of a man on the stick."

The Fabulous Ones: Why Not Bigger On The National Stage?

Many local fans look at the Fabulous Ones as the best Memphis team ever. That would be a hard statement to argue. However, the question always arises why the Fabs didn't take off more nationally (for the NWA, WWF, etc.)?

If you look back on it, the reason they caught fire locally very well may be the same reason they didn't nationally. The Fabulous Ones took off like a rocket in Memphis because of the rub they got from the association with

Jackie Fargo. There's no way to describe it. The fans loved Jackie Fargo and he was like family. The Fabs' became family because Fargo said so.

In other promotions, the fans didn't know Jackie Fargo. The Fabs were just another team. After leaving Memphis in early 1984, the Fabs went to Verne Gagne's AWA promotion out of Minnesota and immediately got into a feud with the Road Warriors. As popular as Stan and Steve were in the AWA, it wasn't the level they had achieved in Memphis. Gagne even attempted to make magic again by pairing the Fabs up with AWA legend, the Crusher. The Crusher became their mentor and would sometimes accompany Stan and Steve to the ring. It helped, but not to the level they had experienced in Memphis. Soon the Fabs had returned to Memphis.

"Pro Wrestling Illustrated" was a wrestling magazine that a lot of wrestling fans read every month back in the 1980s. In the mid-1980s, PWI named the Rock 'n' Roll Express as its tag team of the year. Many Memphis fans just shook their heads. The Rock 'n' Roll Express was made up of locally homegrown wrestlers Ricky Morton and Robert Gibson. While the Express had made it on the national stage for the NWA and even held the World tag team titles (far beyond what the Fabs achieved), the Memphis fans always looked at Ricky and Robert as second fiddle to Stan and Steve. It was nothing against Ricky and Robert, but it was the amazing effectiveness of the local rub from Fargo onto the Fabulous Ones. The Fabs were so hot locally, promoter Jerry Jarrett was able to trade away the Rock n' Roll Express and the Midnight Express to Bill Watts' Mid-South wrestling promotion.

The old Neil Young song lyric, 'It's better to burn out, than to fade away' rang true with the Fabulous Ones. The Fabs never took off nationally and that's OK with the Memphis fans, because they were ours. Within a few years, Stan Lane would go on to the NWA to partner up with Bobby Eaton and Jim Cornette to form another new version of the Midnight Express (after Dennis Condrey bailed out.)

Terry Taylor: Southern Champ

December was a good month for the Southern heavyweight champion, Terry Taylor. After getting the title in a big win over Sabu back in November, the champ followed it up with a rematch victory on Dec. 5 over Sabu. The next week saw Taylor get a hard-fought win over former Mid-America champ Jesse Barr. The Dec. 20 card saw another challenger from Jim Cornette's Dynasty get the title shot, Apocalypse. The big man was a

struggle, but the fan favorite Taylor got the win. On the final card of the year, the Southern champ teamed up with Bill Dundee to face Adrian Street and Apocalypse. Taylor and the Superstar got the win. This was the third week in a row that Taylor faced members of Jim Cornette's Dynasty. Cornette was learning very quickly to not like the new Southern heavyweight champion.

January would see Taylor getting a few title defense wins over Sweet Brown Sugar and some more tag team wins with Bill Dundee. Terry's luck changed on Jan. 30 when he lost the Southern heavyweight title to Jacque Rougeau when Rougeau turned heel against the champ in their title match.

The Mid-America Title

Jacque Rougeau started out December with a big win over Jim Cornette's Apocalypse to win the Mid-America title. This meant that two relatively new guys, Jacque and Terry Taylor, were now the holders of the territories' title belts. Promoter Jerry Jarrett was in charge of booking the territory and realized to see what guys can do you sometimes have to take chances.

Jacque had been in the promotion since the beginning of October, and while he was originally supposed to be part of a tag team with his brother (Phillip Rougeau broke his leg), Jerry Jarrett took lemons and made lemonade out of the situation. While not as successful as Terry Taylor in December, Rougeau did successfully defend the Mid-America belt against Apocalypse in the rematch. The following week he also successfully defended the belt against Jesse Barr.

On the final card of the year, Rougeau faltered and lost the Mid-America belt to Sabu the wildman from Borneo. Rougeau would win the title back in January but lose it again, this time to Bobby Eaton. As mentioned, he would also turn heel against Terry Taylor and as a result become the Southern heavyweight champion.

1983

A new year was just around the corner. The Fabs and the Shepherders would escalate their bloody feud for the Southern tag titles. Terry Taylor and Jacque Rougeau would get into a major feud over the Southern title.

Within just a few weeks, Sweet Brown Sugar would have a falling out with his manager, Jimmy Hart, and go back to being a fan favorite. This also led him to go back to his real name (Koko Ware). The King would align himself with Koko so the fans were very quick to get on board with

him. A character named Stagger Lee would show up after Ware lost a 'loser-leaves-town' match.

Big names in the wrestling world would show up. Guys like Andre the Giant, Jesse Ventura, Ken Patera and Stan Hansen. Even more new and exciting teams would form, like the Rock n' Roll Express, the Bruise Brothers, the Galaxians and the Moondogs.

A new title would show up in the promotion, the International title.

Bill Dundee would turn heel and no one was safe from his wrath, most of all Jerry Lawler. The Universal Heartthrob Austin Idol would show back up and for the first time have a huge babyface run in Memphis. There's enough stuff that happened you could write a book on it.

December 1982 Jarrett Promotion Schedule

- Wed Dec 01: Evansville, IN
- Thu Dec 02: Lexington, KY
- Fri Dec 03: Tupelo, MS
- Sat Dec 04: Memphis TV & Nashville, TN
- Sun Dec 05: Dyersburg, TN
- Mon Dec 06: Memphis, TN
- Tue Dec 07: Louisville, KY
- Wed Dec 08: Evansville, IN
- Thu Dec 09: Indianapolis, IN
- Fri Dec 10: Idle
- Sat Dec 11: Memphis TV & Nashville, TN
- Sun Dec 12: Jackson, TN
- Mon Dec 13: Memphis, TN
- Tue Dec 14: Louisville, KY
- Wed Dec 15: Evansville, IN
- Thu Dec 16: Hopkinsville, KY
- Fri Dec 17: Tupelo, MS
- Sat Dec 18: Memphis TV & Jonesboro, AR
- Sun Dec 19: Idle
- Mon Dec 20: Memphis, TN
- Tue Dec 21: Louisville, KY
- Wed Dec 22: Evansville, IN
- Thu Dec 23: Idle
- Fri Dec 24: Idle

- Sat Dec 25: Memphis TV & Nashville, TN
- Sun Dec 26: Idle
- Mon Dec 27: Memphis, TN
- Tue Dec 28: Louisville, KY
- Wed Dec 29: Evansville, IN
- Thu Dec 30: Campbellsville, KY
- Fri Dec 31: Idle

The biggest holiday month of the year saw the wrestlers still have 29 cards in five states.

If you add up all the known cards for 1982 (that have been discovered), how many would there be? The wrestlers spent their lives on the road. Be it talking to Dutch Mantell, Bill Dundee or hearing Jerry Jarrett talk about how Jackie Fargo and Tojo Yamamoto would pass the time while driving town to town, the road was a constant companion to the boys, there was no way around it.

As rough as it was the boys still showed up every night ready to wrestle. The babyfaces smiled and shook hands with the fans, signed their photos, and hugged the girls. The heels got up there and made you boo them. They gave all of the fans their money's worth and more. They fans walked away with memories that would last them a lifetime.

To answer the previous question, Jerry Jarrett's wrestling promotion put on 379 different known shows during 1982. There were some that were surely missed or not confirmed. That averages out to just more than one card a day. That is an amazing statistic.

The fans ate it up. Many of these smaller cities could have supported more than one visit a month from the promotion, but the problem was Jarrett didn't have any openings to add more cards. An amazing stat from an amazing time.

PROGRAM



**THE
FABULOUS
ONES**

MANAGERS IN CONTROVERSY!

Whenever there are two separate factions intent on accomplishing the same purpose, there is bound to be a point of collision, with each trying to eliminate the other from the competition. This has happened in the case of the area's two managers, First Family President Jimmy Hart and newcomer Jim Cornette. Each has his own reasons for wanting the other out of the way, and although it seems to be Cornette who brought the situation to the boiling point, Hart has done a lot of fanning of the fires. We spoke to both men in an attempt to get a perspective on the issue.

"It's always been my goal," said Cornette, "to be the one, the only, the pre-eminent manager in this part of the country. Of course I didn't reveal this to Hart, rather I bided my time, waited until I felt I had enough experience, and now I have decided after 2½ months I am a better manager than Hart could ever hope to be. You see, in addition to the fact that I am more intelligent than 99.9/10% of the wrestling fans and wrestlers here, I am simply smarter than Hart. I've studied this sport all my life, and now it's time I take my rightful place as the ONLY manager here. Hart will simply have to go."

Hart, predictably, had another viewpoint.

"Man, Cornette has flaked completely out. All he's been doing is imitating me, copying me, which is understandable because I'm the best. But now he wants to take over? Sheesh! I'll put a stop to this little pipsqueak once and for all. I've gone through a lot to get where I am, and no 2½ month old crybaby can replace me! All you people out there can take sides if you want, but just remember, the family takes care of it's own and nobody else. All we care about is eliminating "Jesse's Girl" from the picture around here, so I can get back to the business of being the greatest! And I do it so well!"

Editorially, we're hoping for Hart and Cornette to knock each other's teeth out so we won't have to listen to either's whining.



**Memphis, Tenn.
Sunday, Dec. 5th
3:00 P.M.**

**MAIN EVENT
Two Ring - Triple Chances
Battle Royal**

**Return Southern Heavy
Weight Title Match
Terry Taylor -vs- Sabu w/Hart**

**World Tag Team
Title Match
The New York Dolls
-vs-
Jerry Lawler & Bill Dundee**

**Southern Tag Team
Title Match
The Fabulous Ones
-vs-
The Shepherders**

**Mid America Heavy Weight
Title Match
Apocalypse w/Cornette
-vs-
Jaques Rougeau**

**The Exotic Adrain Street
w/Linda
-vs-
Steve Regal**

**Sweet Brown Sugar &
Bobby Eaton
-vs-
Dutch Mantell & Bobby Fulton
Spike Huber -vs- Jesse Barr**

Looking for that perfect Christmas gift for someone? Well, if they're a fan of the King then here it is!

"The King Jerry Lawler Gift Pack!"

Look at all you get

1. The new Jerry Lawler record album
2. An 8 x 10 color photograph of the King and his Crown
3. A King Lawler fan
4. A Jerry Lawler post card
5. A wallet photo of the King
6. 1983 wall calendar featuring the King
7. An 8 x 10 photograph of Jerry with the Dallas Cowboy Cheerleaders!
8. A King Lawler litterbag
9. 8 x 10 black & white jumpsuit photo

... all these items purchases separately would cost over \$30.00. Now, you get the entire gift pack for only \$15.00!!

Send \$15.00 plus \$1.00 postage and handling for a total of \$16.00 to

LAWLER GIFT PACK

P. O. Box 1555
Hendersonville, Tenn. 37075

(FOR QUICKER DELIVERY, SEND A MONEY ORDER)



Lawler stars

Jerry Lawler came through with two victories on the weekly professional wrestling card, winning the \$11,000 top prize in a 22-man wrestle-royal and then teaming with Bill Dundee to beat the New York Dolls in a world tag team match. However, Lawler and Dundee were not able to claim the title belts because they won by disqualification.

In other matches yesterday at the Mid-South Coliseum, The Fabulous Ones defeated the Shepherders, Jacques Rougeau beat Apocalypse, Adrian Street beat Marsuder No. 2, Brown Sugar and Bobby Eaton beat Dutch Mantell and Bobby Fulton and Jesse Barr beat Marsuder No. 1.

Friday
night at
the
Coliseum

Brothers!

... the band that
... are now playing
... in the Holiday Inn
... by and enjoy some
... where in Memphis,
... time to sit in with
... am and get 2 for 1



THE NEW BOBBY FULTON!

It's no surprise to a few of his close friends, but most others are simply amazed at the change upcoming young athlete Bobby Fulton has undergone in the past few weeks. Always a promising wrestler, Bobby had in his time here just been unable to secure the big win which would propel him to the top.

Enter Bill Dundee. Dundee, seeing the potential in Fulton and recognizing a little of himself a few years back, decided to begin training with Bobby, and helping him with his self-confidence. In Bill's words, "You've got to KNOW you can beat somebody before you can beat them. All Bobby needed was confidence. Somebody took me under their wing one time and helped me, so I decided to do the same for him."

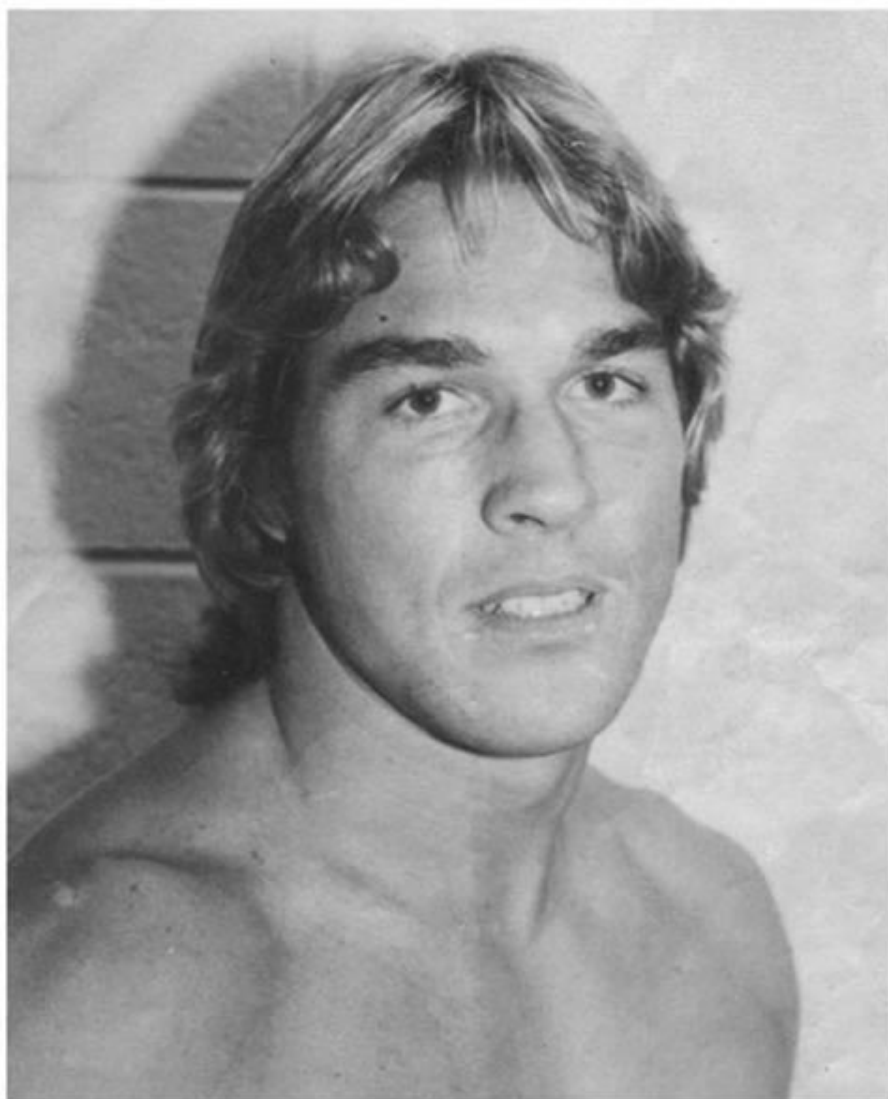
Since coming has been on a constant spiral upward he has a record lopsided with wins, and in addition he was instrumental in allowing his good friend Dutch Mantell to recapture the Mid-America Title by sitting at ringside to neutralize the effects of Jimmy Cornette, former champion Jesse Barr's manager.

Bobby faces still tougher competition in the future, but with a new outlook and attitude. The young native of not too far north from here, Columbus, Ohio, is now holding his head high when he enters the ring.

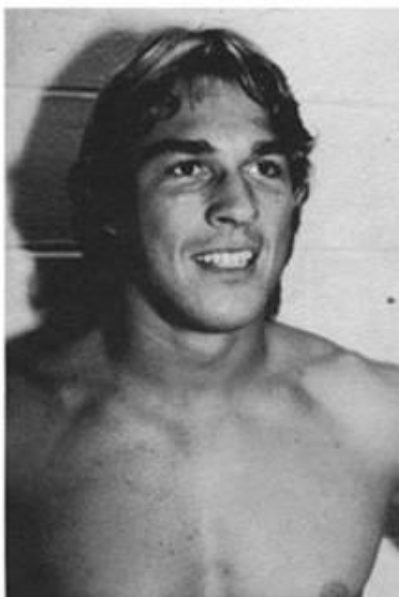
"I may not be able to whip the world," Bobby said, "But I've convinced myself I can. I go into the ring with a winning attitude, but if I do lose, I'm smart enough to know to learn from it rather than mope about it. The fans here have supported me from the start, and now that I've got my thinking straight I'm glad to be showing them their faith in me was justified."

One would wish that more young men could be like Bobby Fulton, and that their careers would be as bright as he surely will be.

Dec 13, 1982, page 1



PROGRAM



THE EMERGENCE OF TERRY TAYLOR!

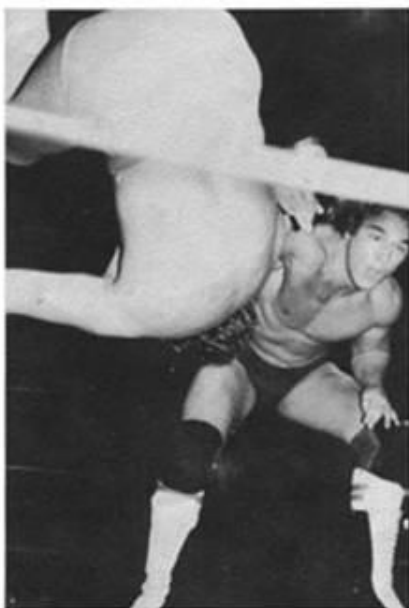
One of the most heartwarming success stories we have ever seen in professional wrestling has occurred for one of the most deserving young men in the sport—Terry Taylor has won the Southern Heavyweight Championship!

In a statement made on TV's Championship Wrestling, Terry said he was tired of being a competitor, he wanted to be a Champion. Terry explained that the time comes in every athlete's life when he is sure, down deep inside, that the time has come for him to make it big. Perhaps no one else thinks he can do it, but he knows he can. Terry knew it, and Terry did it.

"I'm, well, I'm elated—ecstatic, that's all you can say," Terry stated. "I knew I had it in me, I just hoped it was my time. Sabu is a fantastic athlete, you can tell that, but who knows what his background is to make him that vicious. I was the underdog, but I was hungry—I had the desire! I wanted it! The fans knew it, too. When I heard those people cheering for me, that's what pushed me over the edge and made me hang in there, and I got it!"

"I know there have been Southern Champs who were some of the greatest wrestlers in the world. I've got big footsteps to follow in. But I want this to be a new era for the Southern Title, and I'm going to do my dead-level best to lay down some pretty big tracks myself!"

Good luck, Terry. We're all with you!



**Memphis, Tenn.
Monday, Dec. 13**

MAIN EVENT

Final Show Down

Jerry Lawler -vs- Jimmy Hart

***Special Cage Match. No Ref.!!**

**Return Southern Tag
Grudge Match**

The Fabulous Ones

-vs-

The Shepherders

**Southern Heavy Weight
Title Match**

Terry Taylor

-vs-

Jesse Barr w/Cornette

**Mid America Heavy Weight
Title Match**

Jacques Rougeau

-vs-

Apocalypse

**13 Man Elimination
Tag Match**

Tag Any One

Sabu - Bill Dundee

Sweet Brown Sugar

Bobby Eaton

New York Dolls - Dutch Mantell

Bobby Fulton - Steve Regal

Spike Huber - Carl Fergie - Angel

Exotic Adrian Street

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Lawler breaks Hart

It was billed as the final showdown, and Jimmy Hart no doubt is happy today that there'll be no return match with Jerry Lawler. In a one-sided bout, Hart lost to Lawler in a special cage match to highlight the weekly professional wrestling card at the Mid-South Coliseum.

In other bouts last night before 5,465, Bill Dundee emerged victorious in the 11-man elimination tag match; The Shepherders surprised The Fabulous Ones to claim the Southern heavyweight tag-team title belts; Terry Taylor remained the Southern heavyweight champion by pinning Jesse Barr; and Jacques Rougeau kept his Mid-America title belt with a win over Apocalypse.



Jerry "The King" Lawler:

"You know, it occurs to me that the sight of fried Shepherder got people so happy around here, we might just follow it up by having lamb chops for Christmas dinner!"

Bill "Superstar" Dundee:

"This may surprise you, but with guys like the Shepherders and Adrian Street giving my accent such a bad name, I'm thinking about getting a voice coach to get rid of it!"

Dutch Mantell:

"It seems like Jimmy Cornette has thrown everybody and his brother in the ring with me lately. I don't think "Jesse's Girl" will ever forget that I fired him once, maybe the bull whip will cloud his memory up a little!"

The Dream Machine:

"I may be a New York Doll now, but I been a Texas boy, I been a Louisiana boy, I been a Tennessee boy, cause through snow and sleet and drivin' rain, 40° below in Bangor, Maine, to 110° in the Texas sun, there ain't no road the Dream ain't run."

"Quick Draw" Rick McGraw:

"The key to success is two bodies like the dolls have, two minds like the dolls have, and Mr. President Jimmy Hart in the corner. Guess who has all three?"

The Shepherders:

"We'll bloody well NEVER forget what those stinkin' yanks Lawler and Dundee did to Luke. If



you think the scream you heard when Luke was burned was terrible, then you won't bloody like the sound that comes from their lips one day when we return the pain!"

The Fabulous Ones:

"We just want to pay tribute to the greatest tag team in wrestling today—us! And that's a fact, Jack!"

Jimmy Hart:

"I've never wanted anything as bad as I do another chance at Jimmy Cornette! I'm gonna show him that NOBODY imitates the President of The First Family, and lives to tell about it! The only problem is he might die in fright when I get ahold of him before I land a shot!"

Jimmy Cornette:

"How can a person of my breeding be accused of imitating the head barker of a travelling medicine show? Hart is obviously jealous because he's been outclassed. When I'm the ONLY manager around here, everyone who wants a match will have to come to me. Won't that be nice?"

The Angel:

"A lot of people say they've never seen me win a match. Well, there's a LOT of things you people have never seen!"

Jesse Barr:

"Every time my manager Jim Cornette makes a promise, I keep it!"



THE EXOTIC ADRIAN STREET!

We at Action Ringside don't really know how to begin this article. If ever something was indescribable, if ever it was impossible to convey something in written words, it is the persona, the appearance, the meaning of the Exotic Adrian Street. What we can say is that in the short time he has been here, he has caused quite a stir indeed, most of it unfavorable but certainly none indifferent. Once you see the person known as Adrian Street, you form some sort of opinion rather quickly.

Street's appearances into the arena are preceded by his valet, Miss Linda, who makes certain that the ring and referee are properly disinfected, the ring area suitable for the Exotic One to compete in. Then, Street's own record is played heralding his appearance. Finally, Adrian Street appears, clad in one of his seemingly endless supply of "Exotic" outfits. From there, he

goes through a somewhat unusual warmup routine, executes several flourishes about the ring, and becomes all business as he dismantles his opponent with a quite extensive European-oriented wrestling style.

All this, of course, has to be seen to be fully appreciated. Street has been not only a wrestling star but a premier celebrity in his native England for years, recognized everywhere he goes. He lives a life apart from everyone else, and has an aura about him that indeed invokes the word "celebrity." We don't know for sure, but the "Mod" movement of the Go's in England might have been started by Adrian Street. But Mod, New Wave, Punk Rock, none of these descriptions come close to describing the Exotic One and his valet. In this case above all others, you have to see it to believe it.

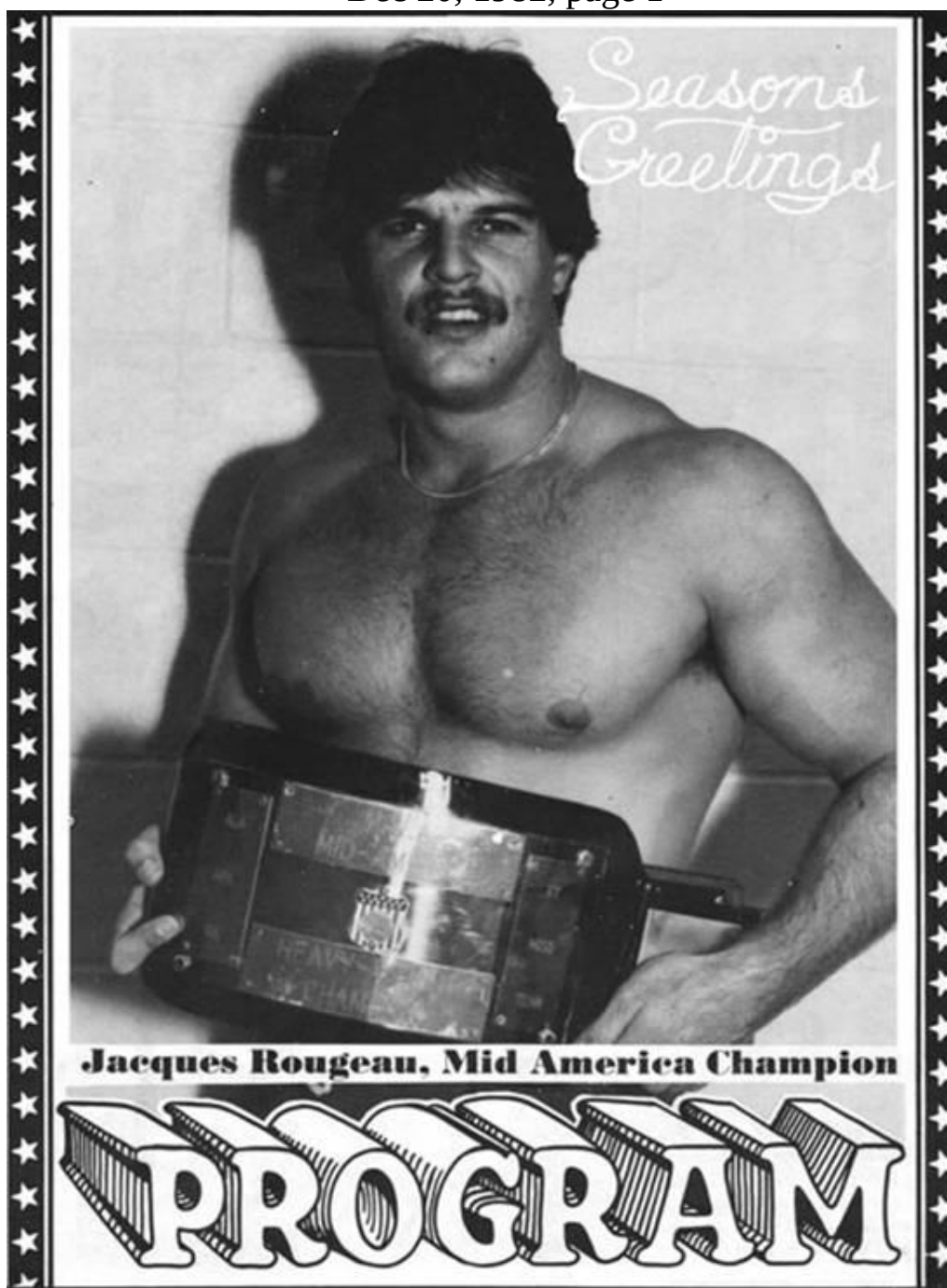


SABU, THE WILDMAN!

One of the most awesome First Family members Jimmy Hart has ever presented to the public, Sabu The Wildman has shocked the entire wrestling world. He immediately, although admittedly through strange circumstances, defeated Jerry "The King" Lawler for the Southern Heavyweight Championship, and even though he lost that belt to Terry Taylor Hart is trying to prove the defeat has a fluke. To see this man (or beast) in action is to see some of the most death-defying moves in wrestling, as well as one of the most vicious personalities. A man to watch!



Dec 20, 1982, page 1



THE SHEEPHERDER'S MARCH OF CONQUEST



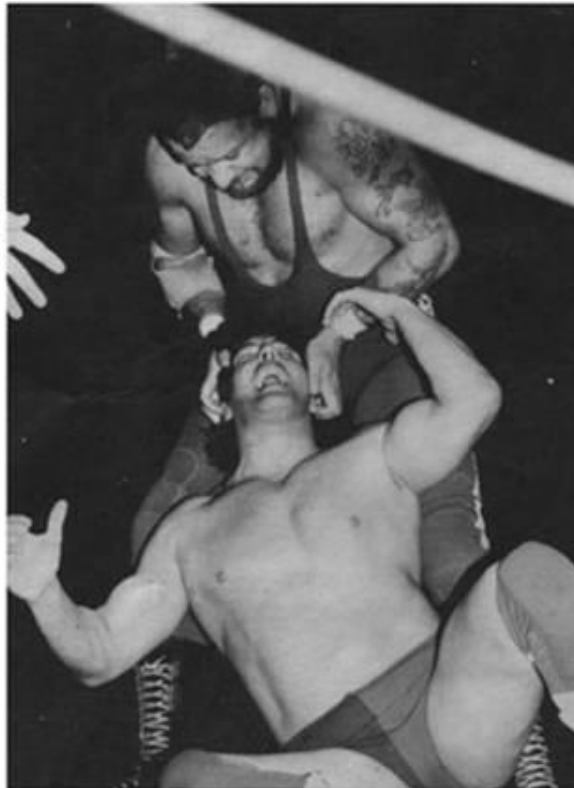
The situation reverses here as Boyd leaps off the ropes while Williams holds the opponent.



The Sheepherder's double-teaming illustrated as Williams comes off the ropes with an elbow while Boyd assists.



The New Zealand Sheepherders Luke Williams and Johnathan Boyd— the most brutal team in wrestling.



Williams tries to literally rip the ears off Bill Dundee.

**Memphis, Tenn.
Monday, Dec. 20
8:00 P.M.**

**TRIPLE MAIN EVENT
LAST MAIN EVENT
Southern Tag Team**

Title Match

The Shepherders

-vs-

The Fabulous Ones

**2ND MAIN EVENT
Revenge Match**

Jerry Lawler

-vs-

Sabu "The Wild Man"

GRUDGE MATCH

Bill Dundee

-vs-

Exotic Adrian Street w/Cornette

**Southern Heavy Weight
Title Match**

Terry Taylor -vs- Apocalypse

**Mid America Heavy Weight
Title Match**

Jacques Rougeau

-vs-

Jesse Barr w/Cornette

**Sweet Brown Sugar &
Bobby Eaton**

-vs-

Dutch Mantell & Bobby Fulton

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LAWLER GIFT PACK

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Hendersonville, Tenn. 37075

(FOR QUICKER DELIVERY, SEND A MONEY ORDER)



*Now Appearing every Friday
Saturday, and Sunday night at
"Chase Me, Charlie!"*

Champs retain titles

Jacques Rougeau retained his National Wrestling Alliance Mid-America heavyweight title last night, defeating Jesse Barr before 4,889 at the Mid-South Coliseum. In another title bout, Terry Taylor retained his Southern belt by defeating Apocalypse. In other matches, Jerry Lawler beat Sabu, Sweet Brown Sugar teamed with Bobby Eaton to defeat Dutch Mantell and Bobby Fulton, and Bill Dundee won by disqualification over Adrian Street. In the Southern tag team title match between the Shepherders and the Fabulous Ones, action was stopped when both sides were counted outside the ring.

hers!

band that
now playing
Holiday Inn
enjoy some
Memphis,
sit in with
get 2 for 1

APOCALYPSE!

One of the strangest, most off-beated competitors we have ever seen in rings in this area, is the former combat veteran and soldier of fortune, Apocalypse.

Thanks to a press release handed out by his manager, Jimmy Cornette, plus several inside sources, we have pieced together a bit of the man's history. It doesn't look good for his opponents.

Apocalypse spent quite a few years in the Marine Corps, where he mastered nearly all the forms of hand-to-hand combat in existence. Karate, Tai Kwon Do, Shao-Lin Kung Fu, Judo, Kick-Boxing, Jui-Jitju, and boxing as well as wrestling were just some of the forms of self-defense the man mastered while in service, and he learned so well that he actually served as an instructor for other servicemen for five years.

But Apocalypse also saw action, and in the war is where he learned his most grisly lesson—the ability to kill—fast, effectively, without remorse. Some also say his experiences in combat affected his mind, because upon leaving the service, he found he could not do without the fighting, the combat. He became a soldier of fortune, joining the ever-growing number of veterans who hire on to the armies of third-world nations and command high prices for risking their lives, and ending others, in guerilla warfare.

As much as he loved the combat, Apocalypse longed for home. There are no wars to be fought here, so he offered his services in another form of hand-to-hand combat—wrestling the only person with enough money and little-enough compassion for others to hire the man was Jim Cornette.

A number of things about Apocalypse are controversial. The leather headgear he wears seems to symbolically shut out the world, in response to the mental torture he has suffered. He seems to go frantic if the headgear is ever loosened. It also, conveniently, seems to hide a foreign object for head-butts.

He also wears combat boots, which as some might know have steel toes and soles for protection in fighting. With his martial arts ability, kicks with these boots could prove deadly. Already a controversy has sprung up saying they should be banned.

Apocalypse—a mercenary—a martial arts master—a heartless, seemingly almost emotionless robot of a man—a dangerous opponent.



STARS OF CHAMPIONSHIP WRESTLING!

Olympian Jesse Barr clamps a
sleeper hold on Dutch Mantell.



The Exotic Adrain Street has caused quite a stir,
especially with his now-hated enemy Bill "Superstar"
Dundee.



"Beautiful" Bobby Eaton's
Christmas wish was to have his
picture in our program—here it
is.

*Happy
Holidays*



The wild and wooly Dutchman
sails off the ropes onto
newcomer Apocalypse.



PAID ADVERTISEMENT! JIMMY HART'S CHRISTMAS CARD!

(EDITOR'S NOTE: We have thought about this ad for two weeks, ever since we received it and a check for payment from Hart. We didn't want to run it, but Hart threatened legal action. It's not worth it to us to be sued just to keep Jimmy Hart from looking like a pervert in public.)

"Ha, Ha, Ha, may you all have a very motley Christmas, a lousy New Year's Day hangover and a lump of coal in your stockings, courtesy of Jimmy Hart and the Fantastic First Family of Wrestling!"



Happy
New
Year



Dec 27, 1982, page 1

*Happy Holidays
From
Bill Dundee*



Dec 27, 1982, page 2

*Seasons Greetings
From
Jerry Lawler*



8:00 PM
MAIN EVENT
World Heavy Weight
Title Match
Jerry Lawler
-vs-
Nick Bockwinkle

GRUDGE MATCH
Bill Dundee & Terry Taylor
-vs-
Exotic Adrain Street &
Apocalypse w/Cornette

Southern Tag Team
Title Match
The Shepherders
-vs-
The Fabulous Ones

Mid America Heavy Weight
Title Match
Jacques Rougeau
-vs-
Sabu w/Hart

11 Man Blindfold Battle Royal
Sweet Brown Sugar &
Bobby Eaton
-vs-
Dutch Mantell & Rick Morton
Jesse Barr -vs- Ira Reese

The Angel -vs- Bobby Fulton
Carl Fergie -vs- King Cobra

MATCHES NEXT WEEK
Sunday January 2, 8:00 PM

Looking for that perfect Christmas gift for someone? Well, if they're a fan of the King then here it is!

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Now Appearing every Friday
Saturday, and Sunday night at
"Chase Me, Charlies"

Lawler takes title

Jerry Lawler knocked off Nick Bockwinkle to earn the AWA world heavyweight championship last night at the Mid-South Coliseum.

Also, Bobby Eaton won the 10-man blindfold battle royal. In other matches, Sabu defeated Jacques Rougeau; the Shepherders won by disqualification over the Fabulous Ones; Dutch Mantell and Rick Morton beat Eaton and Sweet Brown Sugar; Bill Dundee and Terry Taylor conquered Adrian Street and Apocalypse; King Cobra stopped Carl Fergie; the Angel whipped Larry Herr; and Jesse Barr bumped off Ira Reese.

ers!
e band that
now playing
Holiday Inn
I enjoy some
in Memphis,
to sit in with
d get 2 for 1

Dec 27, 1982, page 4

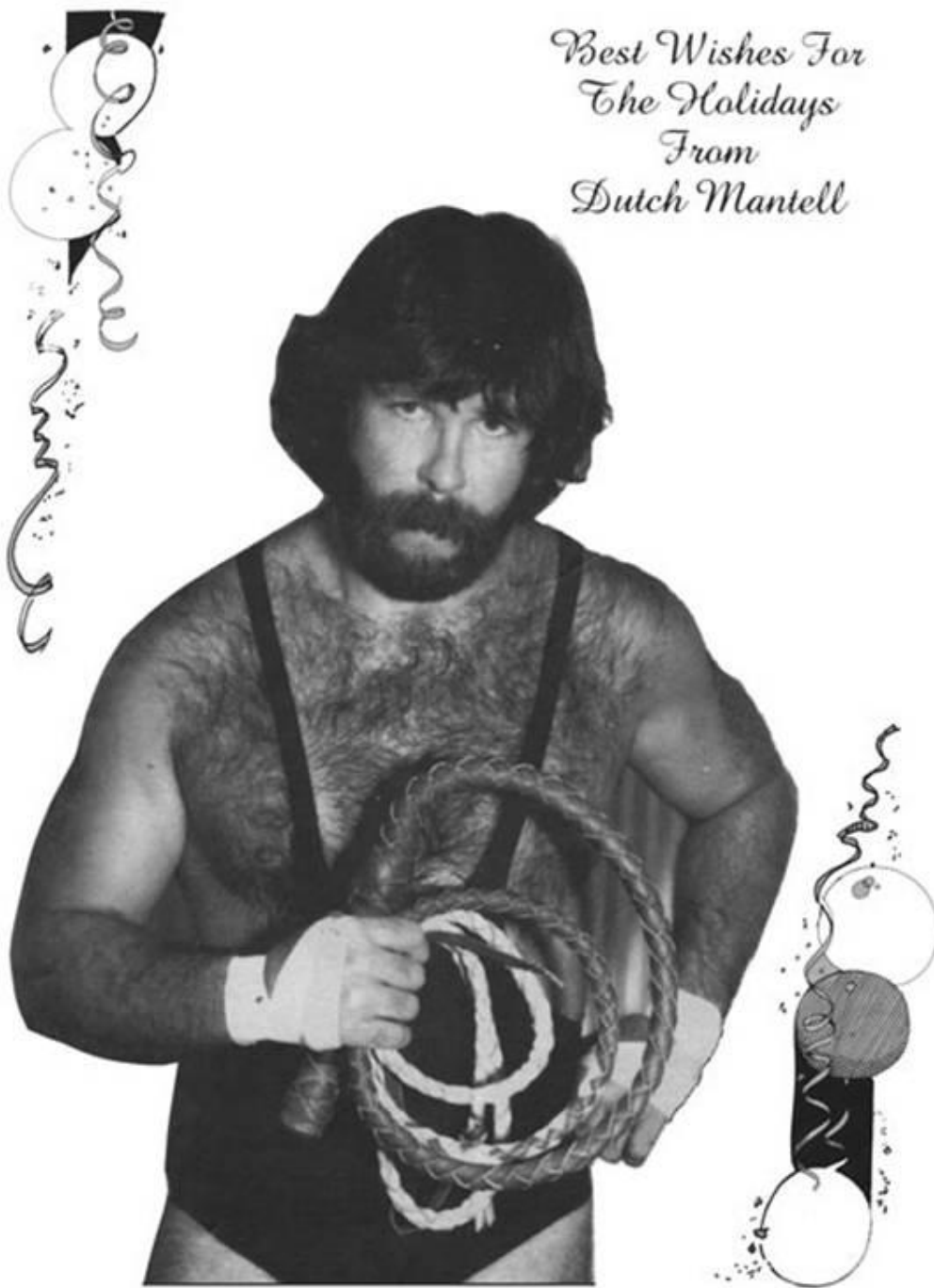


*Fabulous New Year
From
The Fabulous Ones*



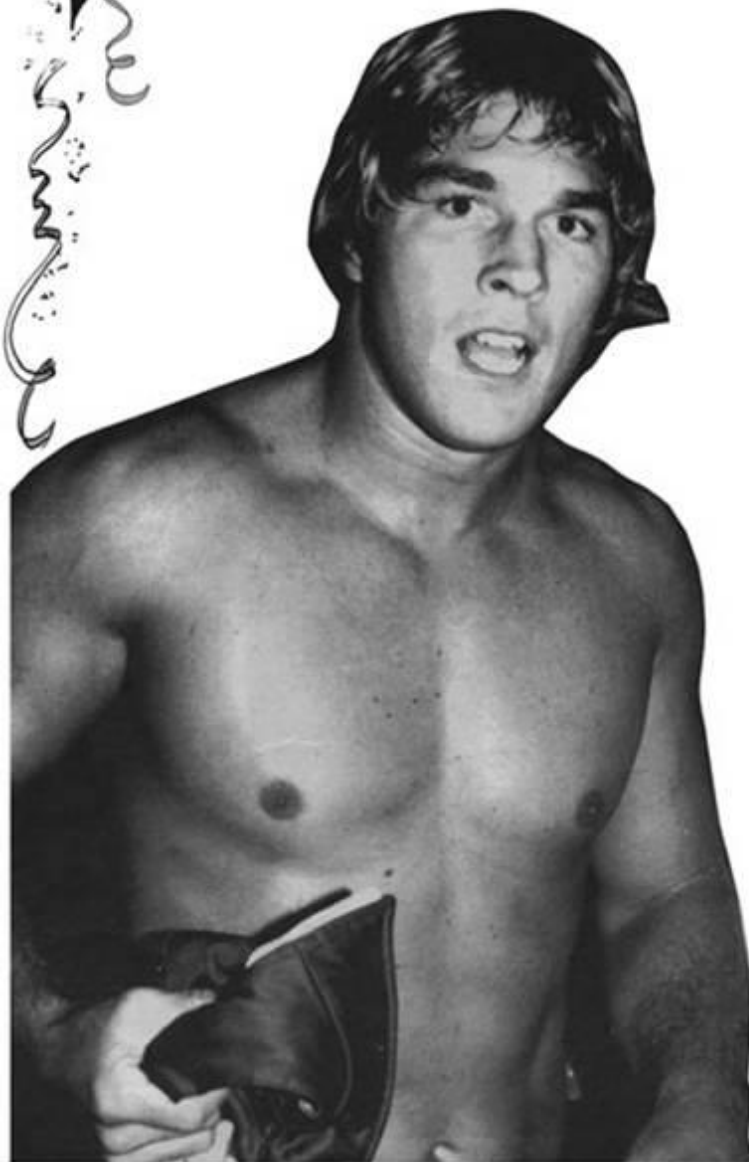
Dec 27, 1982, page 5

*Best Wishes For
The Holidays
From
Dutch Mantell*



Dec 27, 1982, page 6

*Terrific Holiday Times
From
Terry Taylor*



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Chapter 13: Closing Thoughts

I hate to admit it but before this project started, my mind had overlooked all the significant things that occurred in 1982. I don't know if 'overlooked' is the right word, it was more like jumbled. My memories seemed to be stored in the wrong place. I had put the Fabulous Ones in 1981. Adrian Street didn't show up till 1983, right? Hey, didn't Lawler and Kaufman happen in 1981? What the hell? As soon as my research started turning up all the wonderful matches, feuds and angles, it quickly went from being a good year, to possibly the best year in the promotion's history. Sure, there would be hundreds of matches still to come and tons of new performers that would come through the territory. The list of wrestlers still to come includes: Austin Idol, Randy Savage, King Kong Bundy, Rick Rude, Ken Patera, Jesse Ventura, Stan Hansen, the Road Warriors, the Rock 'n' Roll Express, the Moondogs, the Midnight Rockers, the Undertaker, Stone Cold Steve Austin, Sid Vicious, Downtown Bruno and a heel Eddie Gilbert, just to name a few.

The argument of "Which year was the best?" is based on opinion. Every fan had their favorite wrestlers, feuds, angles, etc., so there is no wrong answer. The one thing that is correct is that the Memphis Wrestling fans always had a great product to watch. Week in and week out, every Saturday morning the fans would tune in to see Lance Russell tell us about that Monday night's card. By 1982, it had become a part of our lives. The Saturday morning show was driven by Lance Russell and Dave Brown, but included some of the most amazing promos given by some of the best wrestlers in the business. Who can forget Jimmy Hart running around the set every show? What about how we all watched and waited to hear what the King had to say about his latest opponent?

Yes, it was still real to us. Unfortunately it's time to come back to the present and in 2010 those days are gone. Lance Russell has been retired for nearly two decades. Jerry Jarrett has been out of Memphis Wrestling for almost as long, and completely out of wrestling for several years now. Jerry Lawler recently started a new wrestling promotion in Memphis, but it's not what many of us grew up on. For those of us who watched these matches

back in 1982, we're only left with our memories of those glory days. That's why this book was written, to help preserve those memories and to allow wrestling fans who were not there to know that in 1982, while there was wrestling going on all over the world, none of it was better than what was happening in Memphis, Tenn.

Special thanks!

There are so many people to thank here. There's no way this book would have been anywhere near as informative as it is without the participation of all these wonderful people.

Jerry Jarrett: Jerry answered every single question I asked and made himself available anytime I needed. While being able to talk to the wrestlers is important, Jerry's insights into the running of a promotion were eye opening and invaluable. Being able to learn the stories from the man who put the angles together was the only way this book could be put together. Additionally, Jerry giving me permission to use the programs was a huge plus. Jerry Lawler is without a doubt the greatest wrestler in Memphis Wrestling history, there's no debating that fact. Because of Jerry Jarrett usually being behind the scenes for so many years, many people don't realize the impact he had on the Memphis promotion. For once and for all, Jerry Jarrett is the true genius behind the success that was Memphis Wrestling. Jerry's fans can find him on Facebook as well as MySpace.

Dutch Mantell: A simple phone call with Dutch during summer 2009 led to a friendship that continues today. The best way know to describe Dutch Mantell is that that you can't judge a book by its cover. While the external package might not lead you to this assumption, Dutch is articulate, well read and extremely smart. He understands people and why they do what they do. Our conversations and e-mails have been so crucial in helping me get in the right mindset of old school wrestling and helped me understand how the Memphis promotion really worked on the fans' level. On a personal level, one of the greatest things about Dutch Mantell is he always has an opinion and they are almost always attached to a story from the past. Have no doubt about it, Dutch Mantell can tell a good story! If anyone wants to get Dutch's book, buy a T-shirt, e-mail him, etc., just head over to www.dutchmantell.com and he'll get you hooked up. Also be on the lookout for a new book by Dutch. It will be the follow-up to his critically acclaimed first book, 'The World According To Dutch,' and should be out shortly.

Jim & Stacey Cornette: Jim Cornette was already a fan of my earlier books when we first started talking back in early 2009. Knowing that he keeps a copy of 'Memphis Wrestling History Vol. 1' permanently on his desk tells me that I'm doing something right with my Web site and the book series. Jim went through some tumultuous times in 2009 and 2010. Through it all, he never let it show or get in the way of his love of wrestling. Jim continues to release books and DVDs on old school wrestling and is as hard at it as he ever was. From the first time we met, Jim has treated me like family and always has been willing to go above and beyond to make sure I had whatever materials I needed to get my book done. There are some amazing photographs in this book and Jim Cornette is the man who allowed me to use them. As far as I know, this is the first time in more than decades that Jim has allowed the Jerry Lawler versus Andy Kaufman photos to be used anywhere. As I've mentioned earlier in the book, Jim is probably the biggest Memphis Wrestling fan in the world and I'm proud to call him a friend.

I also wanted to take a second to acknowledge Jim's wife, Stacey Cornette. Stacey deserves a huge thank you. Many of you might not realize it, but Jim is not exactly computer savvy. While 2009 did see Jim take the plunge and get his own e-mail account (and yes he was kicking and screaming all the way), that is about his only interaction with a computer. Whenever I talked with Jim and gave him a laundry list of what I needed, he was quick to say, "Sure, no problem." The reality is Stacey was the one who did all the scanning of everything and then e-mailed me all the photos, programs, etc., that I needed for this book. Being that I have literally scanned thousands of pages of items, I know what a pain it can be so I can't tell you how much I appreciated her going the extra mile to make sure I got everything. This book is better thanks to Stacey Cornette's involvement, and from the bottom of my heart all I can say to her is, "Thank You!!"

If you want to get in touch with Jim or purchase one of his books, amazing DVDs, photos, etc., just head over to www.jimcornette.com and he will hook you up.

So many others: I want to say thank you to every single one of you that helped me, even if it seemed like something small to you. It helped make this book possible.

First up, thanks to my wife, Gayle, for going above and beyond in putting up with my obsession with Memphis Wrestling, and realizing it's

not an obsession but a need to make sure the old days are not forgotten. I also want to give special thanks to Dave Millican and my brother, Chris James. They've been there for me in this project for many years. Their advice, help and support is part of the reason this book is a reality now.

Ric Gross is another guy who I've come to know in the past year that I am glad to call a friend. He edited this book for me on short notice and did an amazing job with it. More than once we've been through publishing hell and back, and there's no one better to go through it with than Ric. The way Dutch is talking, it sounds like he'll be sending us back into hell again soon, LOL. Thanks for having my back Ric!

Thanks also go out to the following people: Dave Brown, Lance Russell, Jerry Lawler, Bill Dundee, Jerry Calhoun, Jim Ross, Austin Idol, Steve Keirn, Jackie Fargo, Guy Coffey, Jimmy Hart, Jimmy Valiant, Tommy Gilbert, Eddie Marlin, Bill Apter, James Beard, Nick Bockwinkel, Shepherder Luke Williams, Johnny Rich and David Haskins. All of these guys answered many questions about the old days.

There's a lot more people I should thank. If I didn't mention you by name, I apologize, but please know I appreciate your efforts to help keep the memories of Memphis Wrestling alive.